And it's happening right now. We opened the 1947 Illinois State Fair Saturday night (August 9) with the original WLS National Barn Dance. Dinner Bell Time broadcasts from the Fair today noon. Our tent is packed...we're meeting old friends and making new ones—we're bringing the Fair to all the folks at home. We'll be at the Wisconsin State Fair next week—then at Indiana two weeks later.

It happens every year, because, for 23 years, WLS has been an actual part of everyday life and living, here in Midwest America.
JUST LOOK AT THE CLIFF EDWARDS SUCCESS STORY

- Cliff has appeared in 130 Hollywood motion pictures.
- He was the voice of "Jiminy Cricket" in Walt Disney's "Pinocchio."
- He was the voice of the "Black Crow" in Disney's "Dumbo."
- His phonograph record sales (new pressings no longer available) set an all-time high: fifty-one million in less than three years!
- He appeared in 14 Broadway shows.
- He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
- Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.

HERE'S A PROGRAM YOU CAN SELL!

1. Cliff sings the songs everybody knows as only he can sing them! This means—AUDIENCE...as proved by his WJR-Kansas City Hoopertunities, in a five-month period: 3.2, then 3.7, then 6.2 and up to a 6.7!! Against Breakfast-In-Hollywood and Fred Waring! Cliff's music is universal in appeal!
2. Cliff's great ukulele playing is ably abetted on these transcriptions by four sensational swing musicians—piano, string-bass, guitar and vibraharp.
3. The music is individually recorded—tune at a time—on 16" transcriptions (lateral cut, 33 1/3 r.p.m.). You can thus choose any combination of tunes you want for any program—and build each show the way you or your sponsor wants it! Each transcription, however, carries five or six varied tunes...so that you could play them in sequence from one transcription if you wish, and have a well-balanced program.
4. These are specially recorded transcriptions—not "just records" with talent and arrangements that can be heard on any station, any day. No competitor can duplicate your show! LICENSED...
5. Cliff's great ukelele playing is ably abetted on these transcriptions by four sensational swing musicians—piano, string-bass, guitar and vibraharp.
6. The program material is suitable for almost any sponsor. The music consists of All-American favorites appealing to listeners of all ages, and especially the high-purchasing-power, middle-age group who remember the great song hits of the 20s and 30s. Yet, the RHYTHM accompaniment is so powerful...the "swing" is so infectious...that the "bobby-sox" listeners and "hep-cats" love this music.

EXCLUSIVELY to one station in one market.
6. There are several cuts of the famous Cliff Edwards theme song: "Singin' in the Rain." Consequently, you'll be in no danger of wearing out the theme recording, no matter how frequently you broadcast the Cliff Edwards Show.
7. You put the commercials where you want them, and as many as you want—filling out with music. The average 7 minute program carries an opening and closing theme (with short commercial), plus two regular commercials—AND FIVE SONGS!
8. We furnish suggested scripts for the musical introductions—but your announcer reads them, as well as the commercials. Thus, you have complete control of the way the program is arranged, timed and broadcast.

First in a Series of Advertisements Announcing Programs Available Exclusively through BROADCASTERS' GUILD, Inc.

HOLLYWOOD - CHICAGO - NEW YORK - 1121 Scarritt Bldg., KANSAS CITY - Phone Victor 5243
ANOTHER YANKEE JOINS THE QUARTER CENTURY CLUB

A pioneer New England radio station and one of the original stations of The Yankee Network, serving Providence and Rhode Island for twenty-five years.

WEAN

Acceptance is THE YANKEE NETWORK Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Printed in the United States of America
BLUE BOOK may get black eye when survey of industry programming is completed by NAB. Understood careful study of 85 station logs by NAB will show that 67% of programming is commercial, other 33% sustaining. Tabulating of data obtained from scientific sample of industry to be completed within fortnight, with results to be ready for NAB Convention in September. FCC danger point is 80% commercial.

ON STRENGTH of somewhat perplexing advice from FCC, CBS expects soon to complete arrangements for sale of its 45% nonvoting interest in WAPI and its affiliation with nonvoting interest in KQW San Francisco [CLOSED CIRCUIT, June 9]. FCC told network last week that 45% isn't control, but in effect warned that control doesn't always reside in stock alone. CBS going ahead with negotiations on basis that it definitely won't control San Francisco affiliate, which it sought to buy outright in $950,000 transaction turned down by FCC. Sequel would be sale of its minority in WAPI at nominal figure to Ed Norton-Thad Holt combination which control WAPI. Negotiations on KQW 45% are in $275,000 to $300,000 range. Brunton ownership would retain 55%.

IN TOP echelon of President Truman's entourage on upcoming Rio de Janeiro-South American flight will be J. Leonard Reinsch, Presidential radio adviser and managing director of Governor Cox radio stations. Trip, expected to start in early September, may preclude Mr. Reinsch's attendance at NAB Convention.

MEETINGS of Eastern and North Central broadcasters and publishers with video interests called for Aug. 27-28 at Chicago's Palmer House to formulate plans for New York-Chicago television network, utilizing microwave radio relay links. Plan understood to contemplate Northern route through Buffalo, Cleveland, and Southern route through Indianapolis, Cincinnati and Philadelphia. NAB's weak link, its FM Dept., to be forged into strong unit. President Miller, recognizing rapid growth of FM and need of new stations for guidance, will name Arthur C. Stringer as department head. New director, who has completed series of station management studies, has extensive background in station operation and promotion. NAB's FM Committee to meet Aug. 25 in Washington, headed by Leonard Asch, owner of pioneer FM station WBQA Schenectady and also member of FM Assn. board of directors.

SCHEDULED for advance private showing within two weeks is March of Time treatise on radio, depicting booming growth of medium with gross sales of over 400 millions for past year. (Continued on page 90)

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Upcoming

Aug. 15-17: Organizational Conference of Catholic Broadcasters Assn., Campus of Fordham U., Bronx, N. Y.
Aug. 19: RMA Export Committee, Stevens Hotel, Chicago.

(Other Upcomings Page 83)

Bulletin

FRANCES FARMER WILDER, CBS consultant on daytime programs since 1944, resigns effective Sept. 1 to join Social Research, Inc., Chicago, as director, West Coast division. Mrs. Wilder also plans to resign as president, Women Broadcasters Assn. She was education director, Columbia's Pacific network for six years before becoming network's daytime programs consultant.

PAY INCREASE agreement reached between CBS Hollywood and Local 45 IBEW for sound effects men who shifted from AFRA to engineer union. One year contract, retroactive to June 1, calls for average 39% increase putting sound effects men within 11% of CBS New York soundmen salaries.

STAN SCHLOEDER, assistant timebuyer for BBDO, New York, named timebuyer. Among accounts is Squibb & Sons Co.

NAB Group Completes Draft of Code

COMBINED NAB committees late Friday wound up two-day study of provisions of new Standards of Practice to be submitted to board prior to Atlantic City convention (see photo page 83). Final preening given document at Washington session.

Under chairmanship of Merle S. Jones, WCCO Minneapolis, Program Executive Committee and Special Standards of Practice Committee went into details of document [BROADCASTING, July 29]. Most attention devoted to refinements of language, with few changes in basic provisions. Code was drawn up by special standards committee headed by Robert D. Swesey, MBS. Reports of commercial and program subcommittees submitted at two-day meeting. Remaining in code are three-minute ban on commercial content of quarter-hour programs (actually 2½ minutes except in case of participating programs), and ban on middle commercials in newscasts under 15 minutes.

No punitive clause incorporated in code due to antitrust laws. Operation of code expected to come under direction of Harold Fair, NAB Director of Programs.

Procedure to be followed in presenting code to industry to be decided within fortnight. Understood NAB President Justin Miller anxious to have floor discussion of provisions by industry at Atlantic City convention.

Two-day joint committee session marked by agreement on most provisions, with little heated argument. Adoption of document wound up task started little over four months ago, with high praise given drafters who worked with Mr. Swesey.

Business Briefly

SQUIBB SPOTS • Squibb & Sons Co., New York, will start seven-week announcement campaign to introduce new dental cream Sept. 8 in about 42 markets. All media to be used. Agency, BBDO, N. Y.


STEEL DISCS • Series of 13 quarter-hour discs for American Iron & Steel Institute to be produced by NBC recording division for local sponsorship in autumn by institute's local members.

NAMES AGENCY • Charm-Kurl Home Permanent Wave, St. Paul, names Harry E. Cohen Adv. Co., New York, as agency. Radio likely to be used in campaign to be ready within short time.

'BEST SHOW' SERIES CARRIES $15,000 BUDGET

CONTRACT for "best show of the year" of top talent, to be sponsored by unidentified firm, signed in Los Angeles with AFRA by D. N. Stauffer, vice president of Sullivan, Stauffer, Colwell & Bayles. Program had asking price of $15,000 weekly for package with part of sum going to talent union relief fund. Performers themselves will pick program for show tentatively titled Show of the Year. Credit lines will be given regular advertiser by proposed unidentified sponsor. Among those who will participate are Eddie Cantor, Edgar Bergen, Bob Hope, Jack Benny, Ed Gardner, Burns and Allen, Abbott and Costello, Red Skelton, Fibber McGee, Dick Haymes and Ralph Edwards. They will get substantial fee.

BROADCASTING • Telecasting
People out for fun spend money... That's why serving tourists is an important business in the Nashville area. Attracted by historic buildings, resorts and Tennessee Valley power developments—tourists add over 39 million dollars yearly to retail sales in this market area. . . . Total retail sales of 356 million dollars make a rich territory for your quality products—and it can be covered for you at reasonable listener cost over WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

AMERICAN

MUTUAL

5,000 WATTS  •  980 KC

Represented Nationally by THE KATZ AGENCY, INC.
"Mr. TIME-BUYER, We Love You When You Use Our WMT!"

"We're the WMTland twins. We represent the prosperous farm and urban markets you reach in Eastern Iowa.

"Loyal WMT fans, of course. We count on WMT for emergencies. Like the time Chuck Worcester, WMT Farm Service Director, located 13,000 bushels of badly needed soybean seed supplies, after a terrific flood.

"But even without emergencies we count on WMT for CBS shows and local programs we city and farm Iowans like."

Mr. TIME-BUYER! Take the hint. Capture the twins' affection for YOUR product with the "station of the stars".

WMT
CEDAR RAPIDS
The Station Built By Loyal Listener-ship . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

600 kilocycles 5,000 watts Day & Night Member: Mid-States Group
For one-station coverage of the entire Hawaiian Islands

KULA

Most powerful, only full-time clear channel station in this major market

Hawaii

10,000 watts 690 kilocycles ABC affiliate

Some Hawaiian Surprises

Surpassing all the states, the territory of Hawaii was first in effective buying income per family in sales management estimates for 1946.

Among the 200 leading cities, Honolulu was 40th in population, 37th in retail sales, 22nd in food group sales and 21st in drug store sales. Here is a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of that market you need only one radio station—KULA. Maintaining mainland broadcasting standards...staffed by popular island radio personalities plus the star attractions of ABC...KULA, with its clear channel and unequalled power, gives you thorough coverage of Hawaii.

Pacific Frontier Broadcasting Co., Ltd.

Studios—1525 Kapiolani Blvd., Honolulu, Hawaii

For data on the Hawaiian market and rates and details about KULA see

ABC or Avery Knodel, Inc., National Representatives

New York • Chicago • San Francisco • Los Angeles

Broadcasting • Telecasting

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sell a Premium Product

with 15 minutes of talk

Fifteen years ago, the Tillamook Creamery Association decided that radio might help them to market their quality Cheddar cheese. Production was small, competition keen, and Tillamook sold for three to four cents more than other leading brands on the West Coast. Experimentally, they bought a weekly quarter-hour of NBC Western Network's Woman's Magazine of the Air. Tillamook cheese began to flow into customers' market baskets in gratifying quantities.

In 1936, the Tillamook Association neatly tied program, product and campaign into one compact package. They took the Magazine's master of ceremonies, Bennie Walker, teamed him with Tillamook's cooking expert, Nancy Parker, and stepped up the schedule from a seasonal cycle to a year-round effort. There were no frills, no "names", no pressure—just two people, talking for fifteen minutes, once a week, about recipes... and cheese; with sales messages blended into Walker's free-and-easy patter to sustain the natural correlation between program and commercial content.

It pulled, it sold, it stayed. Mail requests for a sample recipe booklet, issued in quarterly editions, have averaged 300 to 400 a week for years. Premium offers of practical articles pull 4,000 a month. One offer of a five-pound cheese, sent postpaid, sold between two and three tons the first week.

These spot checks have milestoned a steady rise in the sales curve through the years. From 1934, their first full year on the air, through the decade to 1944, Tillamook net dollar volume tripled. Best of all, for every penny invested in Bennie Walker's Tillamook Kitchen, and its seven NBC Western Network stations, Tillamook Creamery Association members received a generous dividend over and above the going market price for cheese.

It's an outstanding success story, but not unique. Scores more NBC Western Network clients have tried the selling power of America's Number 1 Network in the Rocky Mountain and Pacific Coast states and found it infinite. Names like Standard of California, Sperry Flour, Richfield Oil, Safeway Stores, and many more know it. Why not put this power behind your product—now?
IT PAYS TO COVER THIS RICH MARKET

EASTON, PA.

Feature of the Week

WFMZ executives include (standing, l to r): John C. Pratt, treasurer; Keith Rogers, chief engineer; Jackson Frederick, secretary; seated, Mildard L. Fisk, vice president; Raymond K. Kohn president.

FIVE Girls, who returned to civilian life less than two years ago with an FM station dream, are the operators of a new outlet in Allentown, Pa. They have two consoling thoughts—a list of 22 sponsors and recollections of the most exciting debut in FM history. That debut—on the night of July 30—took place in Allentown's West Park before a crowd of 15,000.

Among performers who appeared in person before the WFMZ微phones were: Fred Waring and choir, Ella Logan, Ezra Stone as m.c., Deep River Boys, Victor Damone and Lt. Gen. Joseph L. Collins, Deputy Chief of Staff. The five ex-service men jumped (Continued on page 76)

Sellers of Sales

A SWITCH from the academic confines of the classroom to the competitive hustle-bustle atmosphere of the advertising agency is not the easiest thing in the world to imagine, let alone accomplish. But Armella Smerge, Campbell radio timebuyer of Olian Advertising Co., Chicago, made such a change and today she is very glad she did.

Born in Chicago, Armella graduated from Resurrection High School in 1936 and Rosary College in River Forest, Ill., in 1940. It was then that she decided to make a career out of teaching. She chose the subject of “speech” which she taught at St. Giles in Oak Park and, later, St. Luke’s in River Forest, thus returning to an old stamping ground but this time in the capacity of teaching rather than learning.

Armella taught two semesters, then was bedded with a strep infection for a whole year, during which time she had a good deal of time to examine the nature of the profession which she had originally selected for a life-long career.

It had proved to be a strenuous one, and entirely aside from financial reasons—in those days teachers’ salaries were not exactly attractive either, though they had scarcely begun to invite the attention of public concern and disapproval—Armella decided then and there to make a change.

When she recovered in the middle of 1942, Armella turned her efforts to the advertising agency field, applying for a job at MacFarland, Aveyard & Co., Chicago. There she started working in the research department, and a month later was transferred to that agency’s radio department. Armella recalls that the transfer was probably the turning point in her life because her boss left town a short time later on a two-month trip and Armella found herself with a big campaign on her hands for United Wall Paper Factor-ies, Inc.

It was her first actual contact (Continued on page 74)
WIP
PHILADELPHIA'S PIONEER VOICE

Announces the appointment of
EDWARD PETRY & CO. Inc.
AS
NATIONAL REPRESENTATIVES

WIP-FM • DIAL 610-97.5 • IT'S MUTUAL
NO. 21—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

STEPPERS!

Above, dear reader, you observe “a known reaction to a given stimulus”. Jack Thompson of our Chicago Office has just heard that one of our spot-radio accounts is breaking into some new markets soon. So Run, Don’t Walk is the order of the day!

Yes, there’s a moral here. No matter how large or small your current radio problem is, we want to help you solve it—and we think you’ll find that all of us are very fast steppers, here at F&P.

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE KOB
Baltimore WCBS
BEAUMONT KFDM
BOISE KDIN
BUFFALO WGR
CHARLESTON, S. C. WCSC
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRIS
DAVENPORT WOC
DES MOINES WHO
DENVER KVOD
DULUTH-SUPERIOR WDSM
FARGO WDAY
FT. WORTH-DALLAS WAP
HONOLULU-HILO KGMB-KHBC
HOUStON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAV
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OMAHA KFAB
PEORIA-TUSCOLA WMBD-WO
PORTLAND, ORE. KEX
RALEIGH WPTF
ROANOKE WDBJ
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFRB

TELEVISION:

ST. LOUIS KSD-TV
Denny, Jett and Durr May Quit FCC

Resignations Prior To End of Year Possible

By SOL TAISHOFF

THREE MEMBERS of the FCC—Chairman Charles R. Denny, and Commissioners E. K. Jett and Clifford J. Durr—may resign before the year's end.

And the next chairman of the FCC may be J. Leonard Reinisch, radio adviser to President Truman and managing director of the Governor James M. Cox stations (WSB Atlanta, WIOD Miami and WHIO Dayton).

Although tight-lipped silence has been maintained by the Commissioners, speculation has centered upon their departure from the radio regulatory scene for several weeks.

A combination of circumstances might motivate the resignation of Mr. Denny but the most important factor is regarded as economic.

Mr. Denny, who has served as FCC chairman since February 1946, and who previously had distinguished himself as general counsel, is expected to resign sometime following the conclusion of the International Telecommunications Conferences at Atlantic City, over which he is presiding.

Confers With Saroff

The 35-year-old official within the last fortnight has conferred with David H. Saroff, RCA president, and Niles Trammell, president of NBC. Three years ago, while he was FCC general counsel, Mr. Denny had been proffered the NBC general counselship. It is presumed that matter again came under discussion. The vice presidency and general counselship of NBC was vacated only a week ago through retirement of A. L. Ashby [BROADCASTING, Aug. 4]. Mr. Denny has several other pending offers, including law firm partnerships.

Mr. Jett has had several opportunities to leave the FCC in recent years but would be disposed to remain as long as Chairman Denny, whom he holds in highest esteem, continues in the chairmanship.

Mr. Durr, extreme left-warmer of the Henry A. Wallace school, and leading proponent of direct government control of programming, faces a reappointment fight when his term expires next June 30. He may want to beat the gun. He is mentioned for law professorships either at Yale or at his alma mater of Harvard. Thus, a new majority of the Commission could take over within the next few months and alter the whole philosophy of radio regulation without a single change in the radio law. The only veteran member would be Vice Chairman Paul A. Walker, who has served since creation of the FCC in 1934. Commissioner Rosel H. Hyde, Republican of Idaho, assumed office on April 22, 1946. Commodore E. M. Webster, who assumed office on April 10, has not yet had occasion to participate in a regular meeting of the Commission at its Washington headquarters, having been occupied with his technical duties as a delegate to the International Telecommunications Conferences at Atlantic City.

The Commission's newest member, Representative Robert F. Jones, Ohio Republican, does not assume office until Sept. 3.

Mr. Reinisch, confident of the President since the vice presidential campaigning days of 1944, would be in a strong position for the chairmanship, if he wanted it. Now a resident of Atlanta, he has been in radio for over 20 years, having started out on WLS Chicago in 1924. The 39-year-old broadcaster served as radio director of the Democratic Committee during the last campaign and has been active in industrial broadcasting as both a member of the NAB and BMI boards.

Mr. Jett, a retired naval officer who has been identified with federal radio regulation since its earliest days, is the a member of the American delegation to the ITC. He has had a number of offers in private life, including the engineering directorship of the NAB, which he rejected several months ago. He is now being urged to become a candidate for membership on the proposed new International Frequency List Commission which would undertake a full-scale reengineering of the radio spectrum between 10 kc and 30 mc and thereafter keep it current for world use.

There is one definite hitch in Mr. Jett's position. As a foremost allocations expert, he regarded as ideally qualified for membership on this Commission. He would be willing to become a candidate if headquarters of the organization of Lake Success under United Nations auspices as originally contemplated, it is understood. But it is doubted whether any commissioners are established in Europe, as now appears likely. Present frequency registration headquarters are at Washington, (Radio Bureau) and indications in Atlantic City last week were that the European bloc probably could muster enough votes to prevent the relocation of the bureau in the Western Hemisphere. It is expected that the vote will be reached within two weeks.

Contingent on Location

Thus, if Commission headquarters are moved to Lake Success, those close to Lt. Jett feel he will become an active candidate. Otherwise, it is assured he would be disposed to remain on the FCC.

The $10,000 salary limitation for members of the FCC is regarded as largely responsible for the thinking of both Mears, Denny and Jett. Mr. Durr may also feel that way but other circumstances, largely political, are unquestionably involved.

Mr. Denny, father of three children, has been in law since his graduation from law school in 1930. He served for one year with a Washington law firm and then joined the Dept. of Justice, rising swiftly in governmental legal ranks. Former FCC Chairman Lawrence Fly brought him to the Commis.

His son was an assistant general counsel in 1941 and Mr. Fly's successor, Paul A. Porter, was largely instrumental in his appointment to a commissionership and to his chairmanship in early 1946 and the chairmanship last December.

While Mr. Denny's decision would be premised largely upon economic considerations, there can be no doubt that the recent withdrawal of the nomination of Ray C. Wakefield for reappointment to the Commission was a blow to

(Continued on page 88)

(Continued on page 88)

August 11, 1947
CBS Board Votes
50c Cash Dividend
Applies to Class A and B Stock; Firm's Net Income Down
CBS BOARD of directors last week declared a cash dividend of 50c a share on the present Class A and B stock of $2.50 par value, payable on Sept. 5, 1947 to stockholders of record at the close of business on Aug. 22, 1947.

Gross income of CBS for 26 weeks ended June 28, 1947, was $5,411,368, compared with $4,659,002 for a similar period in 1946. However, operating expenses and cost of goods sold for the former period were $2,359,323, against $2,172,830 in 1946. After deduction of these and other expenses CBS income before federal taxes for the period ended June 28, 1947 was $4,719,707, against $5,212,716. Net income for the period, after taxes, was $2,919,507, against $3,500,716 in 1946. Earnings per share were $1.70, against $1.86.

Of the 1947 net income listed above, $1,858,501 or $1.13 a share was realized from CBS broadcasting operations and $983,246 or $.57 a share from its record manufacturing operations. These figures compare with $2,381,683 from broadcasting and $819,033 from record manufacturing during the 1946 period.

GE Lamp Div. Returns To Air; On NBC, ABC
GENERAL ELECTRIC Co., Schenectady (Lamp Division), through BBDO, New York, has bought the Monday, 10:30-11 p.m. period on NBC, it was disclosed last week. Although talent contracts had not yet been signed it was reasonably certain that Fred Waring and his orchestra would be sponsored in that period.

This marks the first time GE Lamp Division has returned to radio since sponsorship of the Phil Spitalny Hour program last year.

The advertiser also will sponsor Willi Piper on ABC in September. Time is not definitely set but will be on Wednesday or Thursday night. Show is currently heard sustaining Thursdays, 7:30-8 p.m.

'Cavalcade' Resumes
E. I. duPONT de NEMOURS & Co., Wilmington, Del. (institutional), following summer hiatus, on Aug. 18 resumes weekly Cavalcade of America on 143 NBC stations, Mon., 8-9 p.m. (EDST), with West Coast repeat 7:30-8 p.m. (PST). Dramatization will be "The Iron Horse," with Robert Young and Walter Brennan starred. Robert Armbruster continues as musical director with Gayne Whitman announcer. John Zoller is Hollywood director-producer of BBDO New York, agency sales account. Bill Karn is network producer and Robert Brook technician.

PACIFIC NETWORK HOOPERS
(July)

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor</th>
<th>Agency</th>
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<tbody>
<tr>
<td>1. Jock Poo Show*</td>
<td>6</td>
<td>American Tobacco</td>
<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>2. Can You Top This?</td>
<td>6</td>
<td>Colgate-Palmolive-Peet</td>
<td>Ted Bates Inc.</td>
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<tr>
<td>3. Mr. District Attorney</td>
<td>6</td>
<td>Bristol-Myers</td>
<td>Sheinfeld Inc.</td>
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<tr>
<td>4. Your Hit Parade</td>
<td>6</td>
<td>Philip Morris &amp; Co., Ltd.</td>
<td>Foote, Cone &amp; Belding</td>
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<tr>
<td>8. The Whistler</td>
<td>6</td>
<td>Emerson Drug</td>
<td>BBDO</td>
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<tr>
<td>9. Inner Sanctum</td>
<td>6</td>
<td>Rexall Drug</td>
<td>N. W. Ayer &amp; Son</td>
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<tr>
<td>10. Reveil Summer Theatre</td>
<td>6</td>
<td>Equitable Life Assurance Society</td>
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<td>11. This Is Your FBL</td>
<td>6</td>
<td>WOR &amp; WABC</td>
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<tr>
<td>12. Fred Waring Show</td>
<td>6</td>
<td>S. C. Johnson &amp; Son</td>
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<tr>
<td>13. Drew Pearson</td>
<td>6</td>
<td>Frank H. Lee</td>
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<tr>
<td>14. Richard Davis, Special Investigator</td>
<td>6</td>
<td>Union Oil Co. of California</td>
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<tr>
<td>15. Meet Corliss Archer</td>
<td>5</td>
<td>Campbell Soup</td>
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* Includes First and Second Broadcast

ABBOTT AND COSTELLO, ABC in 5-YEAR PACT
ABC last week signed a five-year contract with Bud Abbott and Lou Costello [BROADCASTING, July 28], under the terms of which the comedy team will be sponsored on a cooperative basis.

In the plan set up and developed by Charles C. Barry, ABC vice president in charge of programs, Abbott and Costello will be made available to local sponsors in the U.S. and Canada, with the program specially transcribed in Hollywood. Program time will be announced this week.

The comedy team just completed four years under the sponsorship of the J. Reynolds Tobacco Co., and was last heard on NBC.

Candy Firm Sponsors
CARDINET CANDY Co., Oakland, Calif. (Un-No bars, Baffle bars), on Aug. 8 started weekly David Street Show on eight West Coast NBC Pacific stations, Fri., 8:45 p.m. (PST). Besides David Street, tenor, program includes the Mellow Larks, vocal group, with Ernie Felice directing the Ernie Felice Quartet. Don Forbes is announcer. Sam Koenner handles production, and David de Korvent writes narration. Agency is Elliott-Daly Adv., Oakland.

National Guard Awards
Gardner 1948 Contract
NATIONAL GUARD'S $850,000 advertising contract for the 1948 fiscal year was awarded last week to the Gardner Adv. Co. of New York and St. Louis, according to an announcement by Major General Butler B. Miltonberger, chief of the War Dept.'s National Guard Bureau.

Bids for the account were made in June by seven leading agencies, but decision was withheld pending availability of funds. Purpose of the campaign is to inform the public of the necessity of maintaining an expanded National Guard.

WBKB Expected to Up Its Video Rates Soon
WITH CHICAGO receiver delivering climbing steadily, WBKB, video station in the Illinois metropolis, has named Aug. 15 as probable date when set census will exceed 6,000, thus paving the way for new rates.

Under terms of WBKB's rate card, established a year ago, basic hour rate then will increase from $200 (on 1,000-15,000 set basis) to $375. The latter rate will apply until 15,000 receivers are reported in use in the Chicago area.

Renewals were signed by Keeley Brewing Co., sponsors of wrestling and boxing three times weekly and forthcoming sponsor of Chicago Rockets professional football games this fall; Botany Worsted Mills Inc., weather forecasts, and Elgin Watch Co., time spot announcements. Respective agencies are Malcolm-Howard, Chicago, Silberstein-Goldsmith Inc., New York, and J. Walter Thompson Co., Chicago.

Ted Lewis Show Bought
By Brewer for Fall Use
BURLINGTON Brewing Co., Burlington, Wis. (Van Merritt Beer), has purchased The Ted Lewis Show, transferred half-hour program packaged by Chartoe-Coleman Productions, for use this fall on stations in following eight key cities, Chicago, New York, Los Angeles, San Francisco, Cleveland, Boston, Philadelphia, and Pittsburgh.

While stations have not as yet been determined, Harlow Roberts, radio director of Goodkind, Jolie and Morgan, Chicago agency handling contracts, said there were a number of availabilities. Choice of stations and time, he indicated, is being held up pending a clearer picture of fall schedule availabilities and resumption of normal standard time operation.
Weiss Hits 'Ruthless' AFM Demands

Plot to Hold Back FM Is Denied At Probe

AFM is "a thing apart from any process known as democracy." Lewis Allen Weiss, MBS board chairman, said Ralph Lee vice president and general manager, told the House Labor Subcommittee investigating activities of the union and its president, James C. Petriello.

"Mr. Weiss described in Los Angeles Aug. 7 before Rep. Carroll Kearns (R-Pa.,) subcommittee chairman, Mr. Weiss tore into the union with denunciations of its methods under Petriello's dictatorship and disclosed a new attempt by AFM to extract unjustified fees even as the subcommittee was conducting its inquiry.

"Mr. Weiss, under subcommittee questioning, denied that broadcast interests are deliberately trying to hold back FM development. He called it a better way of transmitting sound "but not over distance."

The subcommittee's investigation into the AFM's television policy was met by evasive answers from witnesses for the union, drawing threats from KOEPF NAMED TO HEAD TV FOR FORT INDUSTRY

JOHN KOEPF, Washington manager of the Fort Industry Co., has been appointed television manager of that company and will begin his new duties at the headquarters office in Detroit on Aug. 18.

Mr. Koepf will be responsible for planning and directing the construction of the building of the company's television stations. WTVT, Fort Industry Co.'s station, is under construction in Toledo, and the company holds a television construction permit in Detroit. Mr. Koepf will be in charge of the building of those two stations, in conjunction with E. Y. Fleischer, Fort Industry manager in Toledo, and Ralph Elvin, managing director of WJDB Detroit.

In addition he will coordinate the television plans of the company in other cities where construction applications are to be made.

After four years active duty in the Navy, Mr. Koepf joined Fort Industry in January 1946. Prior to that he was in charge of radio activities for Procter & Gamble Co., Cincinnati, and was sales promotion director of WLW Cincinnati and promotion manager of the Cincinnati Post.

Broadcasting  Telecasting

Irv G. McCann, subcommittee counsel, to resort to full governmental authority to compel direct response.

Mr. Weiss revealed in detail some of the AFM's pressure tactics in negotiating with broadcasters. He described the new attempt by the Petriello union to exact enormous fees for use of transcription in networking a program on the Coast.

New AFM Demand

This latest demand, made early last week, called for an additional $12,000 recording fee on "Song of the Stranger," 13-week half-hour series which had been transcribed for 43 western stations unable to clear time during its live origination, he said. He termed the demand "ruthless and illegal."

Pointing out that the union itself recognized the right of an individual station or stations to get away from AFM demands if it is unable to carry at the time of live origination, he cited the AFM's uncompromising attitude in refusing a regional network the right to do likewise. He cited the impossible to pipe the program to each station live since available lines at the time of broadcast were carrying a regional origination.

Mr. Weiss said this type of practice is not new, describing an incident involving the "Bandwagon" several years ago. At that time AFM demanded recording fees in a similar situation. Don Lee network refused payment and MBS was equally firm. Music Corp. of America paid the charges, he testified, and in turn charged the advertising agency which then deducted the amount from its payment to MBS.

He told of an attempt by AFRA to obtain similar rights during negotiations. This was prior to passage of the Les Act, he said. Following passage of the act and enactment of the Taft-Hartley labor law, he said, there have been no further demands of this sort in AFRA negotiations. He concluded there could be no legal basis for the demands.

Going into jurisdiction of AFM locals, Mr. McCann asked Mr. Weiss if locals were able to make contracts. Mr. Weiss replied that locals could negotiate wages but were without authority on "quotas or even working conditions." He emphasized the centralization of authority in President Petriello, characterizing it as "domination and despotism of one man."

When Chairman Kearns asked if certain of the "dominant broadcast interests" were deliberately holding back FM, Mr. Weiss said he thought not. Recognizing that heavy investors in AM were not likely to turn to FM for obvious reasons, he did not feel that any general interest existed against FM.

Criticizes 'Boycott'

Measuring his words, he said, "FM is a better, simpler and more economical way of transmitting sound," but not over distance. He expressed belief that clear-channel stations would always continue to service sparsely populated areas more economically and concluded that while FM "a has a chance to become a marketable system, it is not fatal, although there will be diminution."

Mr. Weiss traced his experience in dealing with AFM during his 17 years as a network executive, emphasizing the "illegal" principle of defining an employer's labor requirements. He scored the secondary boycott practice by which pressure is exerted on affiliate stations through threats to the network.

Movie picture companies "had a gun pointed at their heads" in 1946 television negotiations, Mr. Burns testified, adding, "they were forced to conform."

"Compromise between AFM and Earl Carroll, night club operator, was reached during last week's hearings when the union reduced its wage demands."

Questioning, two officials of the Los Angeles local who participated in (Continued on page 89)

Nationwide Contest to Decide Finest High School Radio Voice

CONTEST to determine the all American high school radio voice, with every student in the nation eligible to compete, will be staged as a feature of National Radio Week [CLOSED CIRCUIT, Aug. 4]. Plans are now in progress to complete under direction of a joint NAB-RMA committee.

The U. S. Office of Education has signified its approval of the contest as a national project to lend its support by encouraging school administrators and teachers to cooperate.

While the topic on which student entries will write and speak has not been announced, present plans call for a subject concerning both broadcasting and current history.

School and local winners will compete in regional contests, with national winners to be selected from perhaps three leading contestants. The final selection is to be made at a public ceremony slated for New York or Washington. Local and regional prizes will be awarded. Each national winner will receive a $2500 scholarship. In addition, schools represented by local and regional winners are to get receiving sets as awards.

Unlike the first two Radio Week events, staged in 1945 and 1946, the 1947 celebration will be intensely promoted by NAB. Work is progressing on promotion and worksheet material and this will be distributed at least a month in advance of Radio Week.

Marking the 27th anniversary of broadcasting, the celebration will be supported by a number of related business associations. These will include FM Assn., Television Broadcasters Assn., National Assn. of Women Broadcasters, National Retail Furniture Assn., National Music Merchants Assn., National Electric Retailers Assn., American Federation of Advertisers, Radio Executives Club of New York and AAA.

Letter-Writing Contest

A second contest, based on letter-writing entries from women, will be included in the 1947 contest, staged by the National Assn. of Women Broadcasters, under direction of Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity. Regional organization in both contests is expected to follow the NAB districting pattern. The letter competition may be based on program preference. Prizes will include one of the customary winners' cups presented by RMA member manufacturers.

Networks already are working on special programming for the Radio Week. FMA will feature an FM Day, Oct. 29, and it is rumored several events designed to point up the advantages of that form of transmission as well as to promote all broadcasting.

Promotion material will include a

workbook for broadcasters, dealers, advertisers. Some 30,000 copies will be mailed mid-September. Posters, streamers and price tags will call attention to the millions of dollars worth of entries that will be submitted. A copy will be a part of a receiver. An eight-page folder will be available to cooperating retail trade associations for distribution to members.

Questioning of officers of the Los Angeles local who participated in

August 11, 1947  Page 15
Mr. Biggar

KEN CHURCH, former manager of WCKY Cincinnati, has been named general manager of WIBC Indianapolis effective Sept. 1 [Closed Circuit, Aug. 4]. He succeeds George Biggar, whose future plans are unannounced. L. B. Wilson, WCKY president, will assume Mr. Church's duties at the station.

Mr. Church joined in radio with KMOX St. Louis in 1928 as sales head. He later became assistant general manager and commercial manager. In October 1941 he left KMOX to join WKRC Cincinnati, where he remained until December 1944, at which time he went with WCKY as executive vice president and general manager.

Mr. Biggar is a former director and assistant to the general manager of WLW Cincinnati. Prior to that position he had been with WLS Chicago since 1924. He is presently secretary of Employers broadcasters, a member of the Standards of Practice Committee of NAB, and is chairman of Employee-Employer Relations Committee of the NAB Eighth District.

WCKY NAMES MCKINNIE NATIONAL SALES CHIEF

APPOINTMENT of Ralph E. McKinnie, formerly with the Paul H. Raymer Co., New York, as national sales manager of WCKY Cincinnati was announced last week coincident with announcement that the L. B. Wilson station has opened New York offices and is setting up facilities for handling business out of Chicago and other cities.

Mr. McKinnie's offices will be at 480 Lexington Ave., New York. He will have as his assistant Kathryn T. Callahan, former office manager and assistant to H. B. Humphrey of the H. B. Humphrey Co.

For five years Mr. McKinnie served in the Navy, and was a lieutenant commander in the USS Portunis. In addition to his experience with the Raymer Co., he has had extensive sales and promotion experience with Bell & Howell Co. and the Pure Oil Co.

ASCAP, INDUSTRY MEN TALK 1948 AGREEMENT

TOP EXECUTIVES of the NAB and the joint music committee of the broadcasting committee met with ASCAP officials in New York last week to lay the groundwork for a 1948 agreement. No major decisions were reached in a three-and-a-half-hour session, but it was understood the talks would be resumed before the NAB convention opens in Atlantic City.

The ASCAP delegation was headed by its president, Deems Taylor, recently returned from the Confederation meeting in London. Others present were Theodore C. Streibert, president of WOR New York, chairman of the joint music committee; C. E. Arney Jr. and Don Petty of NAB; Campbell Arnoux, WTNR Norfolk; Julius Brauner, CBS; Walter Haase, WDir Hartford; Robert Mason, WMRN Marion, Ohio; Joseph A. McCloud, ABC; Ed Sohanmy, NBC; John Sunnie, WKBW Rochester, and Ed Yocum, KGHL Billings, Mont.

ASCAP representatives, in addition to Mr. Taylor, were Stanley Adams, Fred Ahlert, Otto Harbach, John O'Connor, Lester Santley, Herman Finkelstein, Richard F. Murray and Julian Collins.

STRIKE AUTHORIZATION BEFORE CHICAGO'S RUG

CHICAGO UNIT of the Radio Directors Guild will meet this week (Aug. 11-17) to discuss whether it should authorize the negotiating committee to call a national strike if necessary in lieu of the networks' joint refusal to recognize the Guild as bargaining agent for freelance, agency and production package directors.

Burr Lee, head of the Chicago unit, pointed out that the Chicago network-director contract is on a three-year basis and still has two years to run, and that the week-meeting is not for the purpose of authorizing a strike immediately but merely to provide an expression of the indignant network-gotiating committee deem a strike necessary in the long run pending refusal of the networks to reopen negotiations.

The New York local already has unanimously voted a strike authorization, with Los Angeles expected to act shortly. If all locals concur in such an effort then a move would be initiated by the Guild to approach the networks once again.

Nominated to NAB Group

J. ROBERT GUCKLIC, sales manager of WMSG Lansing, Mich., has been named chairman of the NAB Sales Managers Retail Advisory Subcommittee by Odin Ramsdell, KDAL Duluth, chairman of the Sales Managers Executive Committee. Mr. Gucklic succeeds William D. Murdoch, WOL Washington. The subcommittee is scheduled to meet Aug. 27 in the BMB board room, New York.

1-kw WWOK Flint Sold for $100,000

Former KPRC Commercial Chief And Business Group Buy It

SALE OF WWOK Flint, Mich., new 1-kw AM rental on 1470 kc, by Albert S. and Robert A. Drohlich to Howard C. Evans, former KPRC Houston commercial manager, and approximately a score of business and professional men was announced last week. Sale price is $100,000. The transfer is subject to FCC approval.

The buyers, operating as Co- operative Radio Co., include Mr. Evans, who will be general manager of the station; Harold B. Rotherock, Washington radio consulting engineer; George B. Bairey, former acting chief of FCC's Allocations Section and now a partner of Mr. Rotherock; Franz O. Wembucher, attorney and retired Navy captain, and Herbert L. Crate, Texas real estate man. Mr. Evans has an option to acquire one-third of the stock of Cooperative Radio Co., which he will serve as vice president, in addition to managing the station. With that exception, no stockholder has more than one percent interest. Mr. Evans was commercial manager of KPRC for two years.


KNEW WILL JOIN ABC;
PLANS TO START SEPT. 1

KNEW, new 5-kw Spokane station on 1340 kc now under construction and scheduled to go on the air Sept. 1, will become an affiliate of Don Lee-MBS on that date, replacing KFIO.

Burl C. Hagedon is president of Coeur d' Alene Broadcasting Co., licensee of KNEWS, which also operates KVNI Coeur d'Alene, Idaho. Harry Lantry is general manager of KNEW. William Rhodes is commercial manager and George Grogan, program director. All were formerly associated with KKKY Spokane. Paul Crane, assistant program director, was formerly on KELO and KXLY in Spokane, and had his last job with KSWB, 1-kw Salinas, Calif., station on 1380 kc and also under construction, replaces KDON Monterey as a Don Lee-MBS affiliate on Oct. 1. The station is licensed to Salinas Broadcasting Co., with William M. Oates and Mill Hall principal owners. Mr. Oates has been associated with various California stations. Mr. Hall was formerly chief engineer of KOA Denver.
ALL during June and early July your radio and newspapers reported fully to you about the series of floods that were spreading destruction throughout the Middle-West.

WHO of course gave its listeners a complete reportorial service, as well as carrying many messages of warning, etc., for specific areas. But, as good citizens, we wanted intensely to do more.

So one day we asked our listeners if they’d like to contribute to a WHO Flood Relief Fund, to be sent to responsible administering committees in heavily stricken communities.

We made a few announcements, and the money started coming in. As this is written, it’s still coming in. The total contributors to date number more than 6,000 and the contributions to more than $90,000. Lots of the gifts, of course, are small. But note that the average is approximately $15 . . . .

Yes—Iowans are kind, generous, and neighborly. We are proud to be one of the media serving such wonderful people—prouder still to have earned their respect and confidence as expressed in such Public Service enterprises as our Flood Relief Fund.

YOU'LL ENJOY THIS HEARTWARMING LITTLE STORY ABOUT THE MIDDLE-WEST FLOODS...
NAB Exhibition to Show Radio Advance

Azcárraga to Talk; Program Clinic Arranged

By J. FRANK BEATTY

NEW broadcasting, television and FM equipment never before shown to the industry will be displayed at the NAB Convention at Atlantic City Sept. 15-18. A number of surprise features presenting recent progress in broadcast engineering are understood to be in store for convention delegates.

Besides the exhibition of technical developments since the war the individual displays will include latest designs in all forms of transmitting and receiving devices. The exhibition will be vastly larger than any prior equipment display in NAB history and five times the size of that at the 1946 convention in Chicago.

Feature attractions probably will include giant-screen projected television, an elaborate showing of new AM, FM, television and facsimile receiving sets, and an FM demonstration.

A leading television manufacturer is understood to be working on engineering aspects of a giant-screen TV demonstration. According to Atlantic City sources this demonstration would present actual movie-size television signals received from New York or Philadelphia. It may require setting up of special relay facilities since Atlantic City is beyond the normal range of TV stations in either city. Engineers are understood to have been in Atlantic City working on details of this demonstration.

New Convention Feature

The display of receiving sets, with leading manufacturers showing their latest AM, FM and combination models, is designed to acquaint broadcasters with new developments in the equipment that the public uses to receive radio’s programs. It is a new convention feature.

A high spot of the convention will be the scheduled talk by FCC Chairman Charles R. Denny. Mr. Denny has tentatively accepted NAB’s invitation to speak. His Blue Book won’t be bleached” speech featured last year’s convention in Chicago.

Plans for the convention moved forward last week. C. E. Arney Jr., NAB secretary-treasurer, and Robert K. Richards, public relations director, were in Atlantic City working on arrangements.

Important feature of the meeting will be the international aspect, with Emilio Azcárraga, owner of XEW and XEQ Mexico City and head of the Mexican delegation at the Atlantic City telecommunications conference, scheduled to address the convention luncheon Sept. 15, following the keynote address by President Justín Miller [CLOSED CIRCUIT, Aug. 4].

Mr. Azcárraga will represent the Inter-American Broadcasters Assn. He is expected to review achievements of that association and plead for all possible NAB assistance in solving mutual broadcasting problems of nations in the Western Hemisphere.

Should Mr. Azcárraga be prevented from taking part due to pressure of telecommunications conference business, Goar Mestre, owner of CMQ Havana, will take his place. A Yale-educated lawyer, he was leading organizer with Mr. Azcárraga of the Inter-American association.

President Miller’s keynote address will cover the gamut of NAB problems, with emphasis on legislative developments and the new standards of practice. It is known that Judge Miller is anxious that the code be distributed for industry study prior to the convention, with free discussion during the meeting.

A new convention event will be a Thursday luncheon to be conducted by the Assn. of Women Broadcasters. Frances Farmer will speak at CBS New York, AWB president, and Dorothy Lewis, NAB Coordinator of Listener Activities, will be in charge of arrangements.

Plans for the Program Clinic, fourth of the special technical meetings to be held Sept. 15 prior to the general sessions, were announced last week by Harold Fair, NAB Director of Programs. Other clinics will cover sales, engineering and employe relations [BROADCASTING, July 28, Aug. 4]. The clinics require separate registration with $5 fee which includes luncheon.

Menser Discussion

Opening the program session in the morning will be a discussion of general problems led by Clarence L. Menser, who has resigned as NAB program vice president. He will discuss objectives and obligations of the program manager, stressing need of developing programs that conform to management policy and appeal to both sponsor and audience.

Fundamental music copyright problems will be discussed by Theodore C. Stroebert, WOR New York, chairman of the NAB Music Advisory Committee. Sydney Kaye, general counsel of BMI, will speak on signposts for guidance of program executives in use of music.

Public interest programming will be taken up by William Bryan, of KOMA Oklahoma City, Okla., and Edward Byron, head of Byron Productions Inc. Edgar Bill, WMGO Phila., will moderate this discussion. He is a member of the NAB Program Executive Committee.

Farm service programming will be considered in a discussion to be arranged by the NAB Farm News Editors Committee, with Herb Plambek, WHO Des Moines, committee chairman, presiding. Joint session with the sales managers clinic will be held during the luncheon. Speakers will be Barbara Wells, WOR New York, and Gordon Gray, WIP Philadelphia. They will give “grass roots” talks about sales and programming problems. A third speaker will be announced.

John M. Butler Jr., WSB Atlanta, and Ralph Hardy, KSL Salt Lake City, will lead discussion of coordinated program scheduling. Problems centering around disc jockey programs will be handled by Harold E. Fellows, WEEI Boston, NAB District 1 director, and Charles Barry, ABC program and television vice president.

On Tuesday afternoon the Small Market Executives Committee will conduct a general meet.

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NBC Independents to Meet Sept. 11

Decision About Formation Of New Association Will Be Made

DECISION as to whether an association of independently-owned NBC affiliated stations will be formed, designed to function in the best interests of both network and affiliates, will be reached at a meeting to be held in Atlantic City Sept. 11 in conjunction with the NAB annual convention.

Final plans for the physical handling of the provisional session were devised last Tuesday at a meeting in Chicago of the organizing committee, called by its chairman, Harry Bannister, general manager of WWJ Detroit. With some 70 of NBC’s 129 independently-owned affiliates already on record in support of such an organization, the committee proposes to throw open the sessions to determine whether the permanent association should be established. The meeting, at the Claridge Hotel, was called by the NBC Affiliates Convention called for Sept. 12-13.

Mr. Bannister, designated chairman of the organizing committee last June, emphasized following the confabs of last week that there will be no effort to “steamroller” at the Atlantic City session and that the association will be formed only by voluntary majority vote of affiliated stations in attendance. Representation at the meeting will be confined to station owners or managers.

“This is no rebellion or rump movement,” Mr. Bannister declared. “It is a loyal effort by loyal NBC stations to better serve their listeners and their communities.”

At the Chicago session, five of the six committee members were present. In addition to Chairman Bannister, they were John J. Gillin Jr., president and general manager, WOW Omaha, ex officio member and a member of the NAB board; William J. Danum, vice-president and general manager of the Milwaukee Journal stations (WTMJ and associated properties); Nathan Lord, general manager of WAVE Louisville; Ralph Evans, vice-pres.

(Continued on page 82)
Knows all the answers

That's a weather-recording balloon. Out at the California Institute of Technology they turn it loose into the stratosphere.

It records the air pressure, temperature and humidity. Then a tiny transmitter broadcasts the dope back to the ground. The entire package weighs about a pound. It is believed it will eliminate costly airplane weather-testing flights.

It took a long time to get around to our W-I-T-H point—but the conclusion is quick and straight.

W-I-T-H, the successful independent, can eliminate a lot of costly radio experiments in time buying, right now, in this 6th largest city.

The fact is: W-I-T-H delivers more listeners-per-dollar-spent than any other radio station in this big five-station town.

Alert advertisers know it. So do the feet-on-the-ground time buyers!

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  •  Headley-Reed, National Representatives

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H F Conference Scope to Be Limited

Preliminary Work Now, Fuller Discussions Planned Later

INTERNATIONAL TELECOMMUNICATIONS. A conference last week decided that the High Frequency Broadcasting Conference, scheduled to convene August 15 as the third and final conference of the Atlantic City meetings on worldwide radio affairs, would be held, but that its activities would be limited to preliminary work in the preparation for the full conference to be held at some future date.

Limitation was made upon the insistence of the British delegation that certain matters, especially those concerning exchange of broadcasts and a code of ethics, are political problems and should be left to the United Nations. This, essentially, involves the "right to listen," and apparently was so obviously a political question that there was little discussion of the British position.

First plenary session of the High Frequency Conference was set for Aug. 16, when the credentials committee and another committee will meet to prepare an agenda for the conference to be held. Second plenary session will be held August 26, when the actual working conference will get under way. September 28 was set as the final closing date for all of the Atlantic City telecommunication conferences, on the expectation that the regulations and the new Worldwide Radio Convention will be completed and signed by September 15.

Decision to hold the HFBC as an exploratory conference was reached by a vote of 56 to 3, with 11 delegations absent and 3 not voting, after hours of discussion. A proposal of the Cuban delegation that the conference be held as originally planned, with a complete agenda including such matters as the specific assignment of frequencies for worldwide broadcasting throughout the world, was defeated by a vote of 49 to 11. Another proposal, that the conference be postponed entirely, was also defeated. Plan adopted was first proposed by United Kingdom and Denmark and, with a few amendments, was formally offered by E. K. Jett, FCC commissioner and member of the American delegation at the International Telecommunications Conferences.

Soviet Motion Defeated

Alexander Fortushenko, chairman of the Russian delegation, moved that the conference adopt a resolution that the new conference be appointed immediately, the motion being defeated on the grounds that the technical experts of many of the countries are not due in Atlantic City before August 15. The minority group who voted against holding the short session pointed out that it would be difficult to keep their delegations away from home for that time if the conference is only to be preliminary, with no conclusions reached.

Charles R. Denny, chairman of the Conference, emphasized the importance of the preliminary work and expressed the hope that all delegates who had originally planned to participate in the full HFBC would remain for the preliminary meetings. Mr. Denny made a personal plea to Dr. Mendoza of Cuba, who has threatened that the Cuban delegation would leave for home until a full agenda was submitted, to stay in Atlantic City to take part in the preliminary sessions. His plea was seconded by a salvo of applause from the other delegates.

Jett's Statement

In presenting the U. S. plan, Commissioner Jett said: "Due to insufficient time, it will be impossible to hold a full-scale broadcasting conference as originally contemplated. We agree we cannot re-engineer the band allocated to high frequency broadcasting and make specific frequency assignments without interfering with activities that we have in our disposal in Atlantic City. We agree that we cannot start the High Frequency Broadcasting Conference on Aug. 15 without interference and that all activities in Atlantic City can be completed not later than Sept. 30. In fixing this date, we have assumed that the radio regulations and the new convention will be signed by Sept. 15."

Before adjoining next month, the High Frequency Broadcasting Conference delegates will name the date and place for the second session of that conference.

Court Fight Looms As ABC Moves to Dispose of WOOD

FOR COOPERATION given by MBS in presenting AAF sustaining program, Flight Into the Past (Sat., 12:30 p.m., ETO), since Jan. 4, Edgar Kobak, president of the network, last Thursday received the War Dept. Certificate of Appreciation—Holding the certificate is Robert D. Swett, vice president and general manager of Mutual, who accepted the honor on behalf of Mr. Kobak. With Mr. Swett are (l to r), Gen. Carl Spaatz, Commanding General AAF, Capt. Mark D. Meranda, AAF radio continuity editor, and Lt. Cass Bleieski, AAF radio propagation for ETO. MBS stations carrying the series will receive individual certificates of appreciation by mail.

Court Fight Looms As ABC Moves to Dispose of WOOD

A CONTEST with the possibility of a court fight was shaping up last week over ABC’s proposed $850,000 sale of WOOD Grand Rapids to Harry M. Bitner, Indiana and New Hampshire station owner, and an unnamed associate [BROADCASTING, Aug. 4].

Spokesmen for Liberty Broadcasting Co., whose purchase of the NBC franchise was defeated in court, consent but has never been consummated, said they were considering two possible courses to contest the network’s new sales plan.

One, they said, would be to seek a court order to restrain the network from selling to Mr. Bitner and his associate. The alternate plan being considered, they reported, is to file as a competing bidder under the Avco Rule when the ABC-Bitner transaction is reported to the Commission and advertised for public bids. If the ABC-Bitner deal were to follow, would be a paradoxical development under the Avco plan in which, for the first time, an original purchaser would also be the rival bidder.

The network is currently holding WOOD in trust for the ultimate owner under FCC mandate arising from ABC’s $3,650,000 acquisition of King-Trendle Broadcasting Corp. (WOOD and WXYZ Detroit) last year. Liberty, owned by Roy C. Kelly and Ray M. Veenstra, originally signed to buy the station from the network for $580,000.

New Finance Plan

Liberty spokespersons said the original financing plan did not materialize and that a new one was worked out, involving $200,000 in notes to the network. This plan, Liberty spokespersons said, was agreeable to ABC. But the network contends it reserved the right to seek another purchaser if it wished. Liberty representatives said the new plan calls for Lindow to make application to the FCC for the station.

Lindow to Become WFDF’s Manager

Appointment to Be Effective When Bitner Acquires Outlet

LESTER W. LINDOW, presently general manager of WRNY and WRNY-FM Rochester, N. Y., is resigning to accept an appointment as general manager, WFDF, Flint, Mich.

Harry M. Bitner, president of the Trebit Corp., in announcing the appointment last week, said his outlet would become effective when the FCC approves the proposed sale of WFDF to the Trebit Corp. for a price of $850,000.

Mr. Lindow went to Rochester in June. He oversaw the construction and planned the organization of WRNY for the Monroe Broadcasting Inc. The station has been on the air since January 1947. Prior to the sale of WFDB, he was WFDB Indianapolis station manager for Mr. Bitner and his associates who own that property. His Flint appointment makes the return to the executive staff of Mr. Bitner’s various radio properties—WPBM, WEOA Evangeline, and WPEA Manchester, N. H.

During the war, Mr. Lindow served as chief of the radio branch, Bureau of Public Relations, War Dept. At one time he was public relations officer of the ETO under General Eisenhower and later under General Clay in Berlin. He holds the rank of lieutenant colonel in the reserve and is presently public relations officer for the New York State 98th Division reserve.

For the mutual company, they said, has notified the network that Liberty intends to proceed though no Bitner contract exists.

From FCC’s standpoint, Commission authorities said, approval of transfer to Liberty has been given and extensions of the 30-day period for consummation have been authorized from time to time. The $850,000 purchase price—regardless of the ultimate owner—includes profits which have accumulated from operation of WOOD by the network since the King-Trendle transaction was approved in July 1946. These profits now approximate $100,000, WOOD, on 1300 kc, is an NBC outlet.

Arthur Schroeder of the Washington law firm of Miller & Schroeder represents Liberty Broadcasting, while Phillip J. Hennessey of Segal, Smith & Hennessey, also of Washington, represents Mr. Bitner.

APRA has concluded contract agreement with KXLX Pasadena calling for a 25% increase, which gives minimum salary to $80 weekly. As result of new agreement, station is on parity with minimum network wage figure for area.
Q. WHY DO THEY DO IT?

A. IT PAYS ... AND PAYS ... AND PAYS!

More advertisers ... local and national... buy more time on KLZ than on any other Denver station.

KLZ
DENVER
CBS-560 KC—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY
REPRESENTED BY THE KATZ AGENCY
ON TARGET

Covering ground quickly and efficiently is second nature with Weed men, who travel more than 200,000 miles a year to give expert service to the stations they represent.

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - ATLANTA - HOLLYWOOD
Hidden Assets
KALL Salt Lake City's Vern Bruggeman is fast learning that small packages do not always indicate small price tags. Mr. Bruggeman is handling a series titled "On the House" for the new $1,100,000 Sears-Roebuck store in Salt Lake City. He broadcasts from the store, selecting a woman shopper, interviewing her, and rounding up the price of the slips she has with her at the time. The store pays the bill. During the second broadcast of the series, Mr. Bruggeman charged a shopper with a small parcel. Much to his chagrin, she was also carrying slips totalling over $600 in her purse. She had just purchased a range and refrigerator. Mr. B is wondering how much longer "On the House" will be on the air at that rate.

WORL License Extension Is Foreseen As FCC Calls Hearing on Petition
EXTENSION of WORL Boston's license beyond the Aug. 31 deadline was assured last week after FCC judge in Boston in a hearing held Sept. 25 on a petition for rehearing or reconsideration of the decision which ordered the station deleted.

Com'r. Rosel H. Hyde did not participate in the decision to grant oral argument.

WORL has been given until Aug. 31 to "wind up its affairs" under the terms of the Commission's April decision denying license renewal on grounds of concealment of ownership [Broadcasing, April 28]. The deletion decision was adopted on a 3-to-1 vote.

Cites Voting
The station, in its rehearing petition, noted that less than a majority of the Commission voted to deny renewal, that only three Commissioners who participated had also taken part in the preceding oral argument, and that FCC staff members who participated in the hearing had since resigned. The station contended that changes in FCC membership and staff justified reconsideration at least, if not rehearing [Broadcasing, May 19].

The petition also asked for an opportunity to show the difference between the WORL and WOKO Albany cases. The Supreme Court's WOKO decision, also involving concealed ownership, had been cited by FCC as precedent for its action against WORL, but WORL argued that the two cases were different. The station also noted that the Supreme Court's WOKO decision had not been issued when the WORL oral argument was held, so there was no opportunity then to point out the differences.

WORL is considered sure to appeal if the Commission, after hearing argument on the rehearing petition, fails to modify its order or hear the case again. The petition was filed by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duval and Southmayd.

The station is owned by Harold A. LaFountain, general manager of the Arde Bulova stations, and Sanford H. and George Cohen. It is a daytime outlet operating on 800 kc with 1 kw.

CO-WORKERS of Charles C. Barry present him with a good luck horseshoe floral wreath in honor of his recent election as vice president in charge of programs for ABC. Kneeling, l to r: Helen Hedeman, Clayton Shields, Dorothy O'Connor, Bertha Kurtzman, Ruth Kierstern and Florence Morse. Standing, l to r: Charles Harrell, ABC staff director; Henry Cox, ABC Eastern production manager; Helen Guy, program department business manager; Wylie Adams, staff director; Mr. Barry; Gertrude Tipper, his secretary; Clark Andrews, staff director, and Frank Vagnoni, ABC music division manager.

LIMA GROWERS TAKE TO RADIO
And Listeners Take to Limas, California

COOPERATIVE Group Finds
RADIO need not be more expensive than newspaper space, and for the same price, the additional consumer interest is better measured. That was the experience of Lima Bean Growers Assn., Sacramento (cooperative). Sales this year were not the prime consideration, since there was a short crop. As a result the advertising budget was limited to campaigns in Washington, D.C.; Indianapolis; Cleveland; Columbus; Philadelphia; Kansas City; Detroit; Cincinnati and Pittsburgh.

In previous campaigns, newspapers and car cards were the media used. This year radio was substituted for newspapers, since small space achieves little prominence as result of currently jammed newsmarket.

With an available budget of approximately $5,000 and three-month campaign in prospect, spot participations offered the answer to J. Walter Thompson Co., Los Angeles, agency servicing account. Stressing appetite appeal and economy, agency set up campaigns in the nine markets which averaged between three and six announcements weekly depending upon cost.

To obtain coverage, the association chose: WTOP WIBC WHK WJIB KCMO WKRC WDNS WIBG WCAE. Campaign opened the third week in January and extended through mid-March.

After a month, it was decided to offer a 2-lb. package of Sea-Side lima beans to the women sending in the best recipes using lima beans. Five stations agreed to invite recipes, but only three allowed contests. With only 25% of the schedule remaining when the request was made, more than 500 entries were received.

With this type of reaction coming from the limited campaign, Kitson San Bernardino, marketing manager involved, client and agency are currently looking forward to increased results from radio in future.

Jack Paar Writers Quit Show Over Disagreement
FOLLOWING differences of opinion between star and writers, latter withdrew from weekly NBC Jack Paar Show, following broadcast of Aug. 3.

Disagreement is over material with Art Sandler, Larry Gelbart and Sid Dorfman charging Mr. Paar's attempts to inject his own ideas into show caused constant conflict, resulting in their being invited to leave.

Because he admittedly owns 10% of Mr. Paar and has run-of-the-show contract, Larry Marx, also a writer, stated he could not quit, but must be released. Special deal had to be worked out for him.

Mac Benhoff, Jack Douglas and Dave Swarts took over as replacements on the show.

Construction Is Underway
At KYAK (250 w) Yakima
CONSTRUCTION has begun on KYAK, (250 w, 1400 kc) Yakima, Wash. It will be located on Mead and Fair Avenues at Yakima's east city limits. Business offices will be in the Miller Bidg. Robert S. McCaw, formerly with KEYR and KRSC Seattle, is president of The Yakima Broadcasting Corp., licensees of KYAK, and will be general manager of the station. J. Elroy McCaw, his cousin and part-owner of KELC Centralla, Wash., and KPOA Honolulu, is vice president; and Tom Olsen, owner of KGY Olympia, Wash., is secretary-treasurer.

WVOW, KITO, Both 1 kw, Will Be ABC Affiliates
ABC has added one affiliate and replaced another, bringing total number of network stations to 261.

WVOW, Mason City, effective Nov. 1 joins ABC, operating with 1 kw on 1480 kc, with Harry Hyett as manager. Station is owned by Radio Wisconsin Inc.

KITO San Bernardino, Calif., joins ABC Nov. 15, replacing KPRO Riverside, Calif., owned by San Bernardino Broadcasting Co. KITO operates with 1 kw on 1290 kc.
what wins awards?

The awards illustrated and described on the following pages are selections from a group of more than fifty citations bestowed on WOR during the past decade. No attempt has been made however to present other numerous written and engraved scrolls and plaques of gratitude. These were received by the station and its personnel for general and specialized contributions made to this country and its Allies during the turbulent years of World War II.

On the whole, WOR thinks it's a wonderful thing to win such awards, but a station, to be a real champion, should lick competition while at work as well as when on show.

It should deliver the greatest number of listeners at the lowest possible cost.

It should create shows that sell as well as inform and entertain.

It should be ever alert to technical advancements and be quick to acquire and apply those that benefit the industry, help to bring better radio to the millions of listeners it serves and aid in the continued development of American broadcasting.

Perhaps it's because WOR has faithfully adhered to such principles during the past quarter-century that it is able to display the material that follows.
SINCE ITS FOUNDING in 1922, WOR has rigidly adhered to an ever-expanding plan of public service program development. Among the numerous recognitions it has received from such varied organizations as The American Red Cross, the USO, the U.S. Army, etc. is the George Foster Peabody Award (above). Ever alert to the tempo of the times in which we live, WOR devotes hours of air time and hours of manpower to keeping its millions of listeners completely informed on all events that affect their lives.
THE FIRST Annual Advertising Award (formerly the Harvard-Bok Award) ever granted to radio, was given to WOR in 1937 for its outstanding promotion and advertising. WOR won this enviable honor again in 1941. WOR's promotion has always endeavored — and still does endeavor — to do four things: 1) Contribute to the general advancement of American broadcasting. 2) Educate and inform the buyers of broadcasting time and programs. 3) Contribute to the public's knowledge of radio. 4) Improve the technical presentation of the printed word.
to quote VARIETY, "'Showmanagement' awards go to those stations which, each in its class, are marked by top management which consistently encourages the activities of program creation, general promotion and concern for community public interest." WOR feels that this paragraph, written in 1940, describes the station's attitude as aptly today as it did in that year.
wor's PUBLICITY is a continuing blend of the unusual. Never stodgy, always informative, its stories and news-making stunts peg WOR's name — and the names of its sponsors — in national magazines, newspapers and syndicated and wire service copy from coast to coast. This BILLBOARD scroll is one indication of what the critical trade press thinks of the job being done.
THE EIGHTH AMERICAN EXHIBIT OF EDUCATIONAL RADIO PROGRAMS
IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION
PRESENTS THIS
HONORABLE MENTION
IN THE REGIONAL STATION CLASSIFICATION FOR A RELIGIOUS PROGRAM TO
STATION WOR AND NAVY CHAPLAINS CORPS
FOR THE PROGRAM SERIES
THE NAVY GOES TO CHURCH
THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY
1944

War caused changes in radio programming which, in normal times, might not have occurred for more than a decade. Out of the changes came more skillful production, a greater interest in and understanding of listener likes and dislikes and, in the process, new program types that have grown into some of the most popular shows on the air today. The Ohio State University certificate above is one of many national recognitions received by WOR during the past six years for its advanced and original program creation.
note:

Other WOR promotion honors have included — VARIETY placques for "Best Nationally Exploited Station"; BILLBOARD placques for outstanding achievement; DMAA scrolls and silver cup for most outstanding direct mail campaigns; American Institute of Graphic Arts scrolls for design and presentation of advertising brochures.

WOR

that power-full station at 1440 Broadway, in New York mutual
Brown Suggests Small Stations Cut Expenses to Withstand Competition

ECONOMY measures by station management will be necessary during the highly competitive era the industry is entering, J. Allen Brown, NAB Assistant Director of Broadcast Advertising, told the U. of Denver Summer Radio Clinic on Small Market Operations.

New stations in small cities will face special need for economical operation, he said. "The entire staff of the new station will become more productive, more versatile and more efficient to withstand the inroads of competition. The small station just doesn't have a large operating budget, and therefore it will have to make every dollar count."

Mr. Brown advised personnel working in or planning to enter the small market field to develop several talents. He felt that despite fears that rapid industry expansion will bring on bankruptcy for some operators, many small stations managers will avoid trouble by use of good business sense.

He added: "Some wise managers have sized up their markets and expected revenues by securing national average income figures on stations already in the small market field. These broadcasters, many of whom started out with big operating budgets, are tightening up... I have no fear for the station manager who knows how to do big things in the community on a small budget."

Others who took part in the five-day small market session were Fred Mueller, commercial manager, and Lee Fendren, promotion manager, KLZ Denver; Clarence Moore, program manager, and James R. McPherson, commercial director, KOA Denver; Jack Todd, general manager, KBOL Boulder.

Clinic on radio law was held Aug. 4-8 under direction of Neville Miller, former NAB president. A clinic on use of community resources Aug. 11-15 will be directed by Rex Howell, owner-manager of KFXJ Grand Junction, Col. Final session Aug. 18-22 will deal with small station programming and will be directed by Allen Miller, director of the Rocky Mountain Radio Council.

KOWL GOES ON AIR; IS OWNED BY CROGHAN

Mr. Croghan throws the switch. KOWL, new 5-kw Santa Monica, Calif., daytime station on 1580 kc, went on the air July 30. Station has Langevin-equipped studios and executive offices in Ambassador Hotel, Santa Monica.

KOWL is owned and operated by Arthur H. Croghan, formerly commercial manager of WJBR Detroit. In radio for 22 years, Mr. Croghan says the policy of KOWL is "no commercial religion, disc jockeys, murder mysteries, double spotting, over-commercialism and no talk exceeding five minutes except in rare instances." Clay Osborne, for 20 years with California stations and national advertising agencies on the West Coast, and during war in charge of radio propaganda against Japan, is manager of KOWL.

Program department personnel includes Wynne Graves, writer; Marvis Pureliss, librarian; Jack London, chief announcer; Vince Williams, Dick Jenkins and Walter MacIntyre, announcers. Elvira Holm, formerly program director of Century Adv., Detroit agency, is assistant to Mr. Croghan and Mr. Osborne. Joe Stone is chief engineer.

Western Electric transmitter with 160-ft. non-directional Truscon tower is located at 11637 Charnock Road, West Los Angeles. Station understood to be first in Southern California to install "Progar" to keep programs at constant level and modulation.

Marx on NAB Group

FRANK MARX, ABC director of general engineering, has been named a member of the NAB Engineering Executive Committee. He succeeds Royal V. Howard, now NAB Director of Engineering.
Air travel gets you to where you're going in the least possible time—comfortably, economically. But there is a vastly important by-product of traveling and shipping and sending mail by air: the enlargement and maintenance of one of our strongest guarantees of peace—the nation's air transportation system, the greatest in the world. The cost of maintaining such a system solely for readiness in a national emergency would be tremendous. Yet there must be one. That the cost is not on your tax bill is due to typical American enterprise and self-sufficiency—and the basic place of air transportation in the nation's everyday personal and business affairs.

**Air Travel Buys You Two Important Things**

The cost of maintaining such a system solely for readiness in a national emergency would be tremendous. Yet there must be one. That the cost is not on your tax bill is due to typical American enterprise and self-sufficiency—and the basic place of air transportation in the nation's everyday personal and business affairs.

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**THE SCHEDULED AIRLINES OF THE UNITED STATES**

You get there quickly, comfortably and economically when you go by scheduled Airline. Fares as well as express and freight tariffs are now lower than before the war. Air Mail is only 5c. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation's scheduled Airlines and leading aviation manufacturers.
Excise Tax Figures Show Record Radio Set Sales

EXCISE tax collections on radio receivers, components and phonographs reached a record high in the fiscal year ended June 30, reflecting record sales by manufacturers, according to the Bureau of Internal Revenue.

The 10% radio tax provided $83,856,292 for the U.S. during the year compared to $83,856,292 for the previous year when war conditions were a factor. June collections amounted to $6,239,485, almost double the $3,491,543 in June 1946. Phonograph records provided tax collections of $5,491,543 during the fiscal year, compared to $3,902,192 the year before.

PHIL COCHRAN, war flyer and human counterpart of "Flip Corkin" in Terry & the Pirates cartoon strip, is building juvenile package around himself featuring serial adventure.

RICHARD G. BATH, 49, vice president and general manager of WKNE Keene, N. H., died Aug. 3 in Elliott Community Hospital in Keene. He joined WKNE in 1933, the year the station was founded as WNBX Springfield, Vt. At that time he was in charge of sales. When the station moved to Keene and changed its call letters to WKNE in 1940, Mr. Bath was named sales manager. In April 1946 he was appointed vice president and general manager of the Keene station.

Educated at Massachusetts College, Mr. Bath was a press photographer for two years with Springfield, Mass., newspapers. For a while he was with the Springfield Republican, resigning in 1928 to become publicity manager of the Fisk Tire Co. in Chicopee Falls, Mass. He remained with Fisk until joining WNBX, later WKNE. He is survived by his wife, Mrs. Marian G. Bath, and son, Richard Gale Bath.

NEW combination radio was introduced last week by RCA Victor at Berkshire Music Festival, Tanglewood, Mass. It is called "The Berkshire," and combines radio, television and photograph.

Mr. Bath

1898 Richard G. Bath 1947

Over twenty years of serving and entertaining Central Illinois has made WMBD first in the Peoriarea. This pioneer station to which most Peorians listen achieves leadership with community participation shows, public entertainment and personalized interest in serving its neighbors. WMBD traditionally "brings its programs to life".

Peoria, Illinois

CBS AFFILIATE

WMBD

5000 WATTS

Edgar L. Bill, President • Charles C. Coley, Exec. Vice-Pres. • Free & Peters, National Representatives

Page 34 • August 11, 1947
Junior knows how to get out of practising!
Just keep on sawing out wails instead of scales until 1:30. Then mother will say he's free!
Why? Because it's time for HOUSEHOLD CHATS with BETTY LENNOX.
Important time, indeed! And pianissimo reigns in thousands of WGY-land* homes when Betty Lennox comes on the air. Tops in its field, HOUSEHOLD CHATS holds a rating of 5.6. Listeners go for Betty's household hints, guest interviews and discussions.
Advertisers like her too. Results talk!**
Get complete details from your nearest NBC Spot Sales office today!

**A recent 3-time offer brought 1521 responses from 50 counties in 7 states.

GENERAL ELECTRIC

50,000 WATTS—NBC AFFILIATE WGY SCHENECTADY, NEW YORK

REPRESENTED NATIONALLY BY NBC SPOT SALES
Advertising Group Headed by Manson
Committee Enlarged As Result Of Increased RMA Activity
GROWING advertising and promotional activity in RMA led last week to enlargement of the RMA Advertising Committee. Stanley H. Manson, public relations manager of Stromberg-Carlson Co., Rochester, was named committee chairman by Paul V. Galvin, president of Motorola Inc., Chicago, chairman of the RMA Set Division within which the committee operates.

Mr. Manson has been chairman of the RMA's "Radio-in-Every-Room" subcommittee and has been active in sales promotion functions. He assumes his new post when the committee meets Sept. 9 at the Roosevelt Hotel, New York.

Victor A. Irvine, advertising manager of Motorola Inc., was named vice chairman of the committee. Now under way are plans for National Radio Week, under committee direction in cooperation with NAB (see story this issue). RMA has a $50,000 fund for set promotion.

John S. Garceau, Farnsworth Radio & Television Corp., Fort Wayne, who was chairman of the committee since its formation in 1940 and who brought into RMA's promotional work the cooperation of a number of allied trade organizations, resigned recently.

Committee Members

Meeting of the RMA Export Committee, of which James E. Burke, Stewart-Warner Corp., is the new chairman, will meet Aug. 19 at the Stevens Hotel, Chicago. Exports of American-made receiving sets and components have risen rapidly since the war and a new record is expected in 1947 despite recent steps by Mexico and some other nations to bar or curtail American imports to conserve dollar credit balances.

Showmanship in the Merchandising, too
KDYL never forgets that the right kind of merchandising makes any radio program more effective.

That's why we put real KDYL showmanship into the merchandising support we give our sponsors' programs. And that, together with KDYL's over-all leadership in listeners, is why this station is first choice of so many advertisers—local and national.

WALTER F. MYERS, chief engineer of WJJD Chicago, makes a check of meter readings on RCA BTA 50-F transmitting unit, first postwar 50-kw unit manufactured by RCA, now being used to transmit the station's increased signal. Construction and equipment costs for new unit amounted to $250,000, with station retaining old transmitter as an auxiliary. WJJD began operation with 50 kw Aug. 4, making it Chicago's most powerful independent station.

SALE NEGOTIATIONS FOR KTMC COMPLETED
NEGOTIATIONS for the sale of KTMC McAlester, Okla., by C. E. Wilson and P. D. Jackson to J. Stanley O'Neill of Lake Mohawk, Sparta, N. J., have been completed, subject to FCC approval. The sale price is $100,000.

Mr. O'Neill has been in the communications filed for more than 20 years, and for the past 14 years has owned and operated the Fire & Police Radio Communication Co., Hackensack, N. J., which he recently sold. With FCC approval of the KTMC purchase, he will move to McAlester and assume active direction of the company.

KTMC is a 250-w fulltime affiliate of ABC and the Oklahoma network. The station is licensed to McAlester Broadcasting Co. Blackburn-Hamilton Co. handled negotiations for the transfer, which is subject to the open-bidding proceedings prescribed by FCC's Avo Rule.

Half-Year Tube Output Passes 100-Million Mark
PRODUCTION of radio receiving tubes exceeded 100,000,000 during the first six months of 1947 despite a letup in manufacture from the pace set in early 1947, according to RMA.

June production totaled 15,057,-109 receiving tubes, slightly above the May figure of 14,757,237. Of the June total 9,150,113 were for new sets, 3,356,071 for replacements, 2,436,906 for export and 75,019 for U. S. agencies. Half-year output of 103,382,432 included 66,-371,204 for new sets, 23,920,168 for replacements, 12,904,197 for export and 266,865 for U. S. agencies.
WRVA, Richmond, "Virginia's Premier Radio Station", announces the appointment of RADIO SALES, the Spot Broadcasting Division of CBS, as its national representative, effective October 1, 1947.
Fort Wayne 1450-kc Grant Loser Will Seek Re-hearing

A PETITION for re-hearing was being prepared last week in the Fort Wayne 1450-kc case [BROADCASTING, May 5]. Comr. Clifford J. Durr, Rosel H. Hyde, and Ray C. Wakefield formed the majority, while Chairman Charles R. Denny and Comr. E. K. Jett favored the mutually exclusive application of Radio Fort Wayne.

Comr. Denny, Jett, Hyde and Durr each stood pat in the voting on the final decision, also a 3-to-2 decision. The reversal was achieved by (1) the fact that Comr. Wakefield had left the Commission in the meantime, cutting Community Broadcasting’s votes to two, and (2) Comr. Webster’s vote for Radio Fort Wayne. It was one of the first docket cases in which Comr. Webster had voted since he took office April 10.

The proposed or the final decision's anticipation of a grant to Community Broadcasting was adopted on a 3-to-2 vote [BROADCASTING, May 5]. Comrs. Clifford J. Durr, Rosel H. Hyde, and Ray C. Wakefield formed the majority, while Chairman Charles R. Denny and Comr. E. K. Jett favored the mutually exclusive application of Radio Fort Wayne.

The new Ontario government ruling may reverse the CBC ruling on sponsorship of this show.

None of the small and medium sized communities in KFYR-land is an advertiser's bonanza, in itself, but, taken together, they form a rich market whose buying power exceeds that of many big markets. KFYR's strong, clear signal reaches out to snatch listeners as much as 400 miles from Bismarck. In fact, KFYR's .5 M/V contour covers more area than any other station in America.

But coverage alone doesn't make KFYR one of the nation's outstanding stations. KFYR's progressive policy of building programs especially designed for folks of the Upper Midwest, has created an intense listener loyalty that pays off at the cash register.

Let KFYR build sales for you in the great Upper Midwest.
YOUR GREATEST SELLING POWER...

in the South’s greatest city...
Of the 10 top cities in the South New Orleans is first in both wholesale and retail sales*

Buying Power
Buying power in New Orleans today is more than 21/2 times as great as it was 5 years ago.*

Income
Effective income is higher than the United States average. In 1946, the national index was 237. New Orleans index was 264.*

Retail Trade
Retail trade in New Orleans area was 20.3% above a year ago at end of first quarter of 1947. This increase is considerably greater than average gain of entire nation.**

Industry
New Orleans has retained its wartime industrial growth and continues to grow. New Orleans now shows an index of 167 as compared with 146 in 1945—and 100 in 1939. More industrial workers are employed this year than last—35,000 more workers now employed than in 1940.

*Source: SALES MANAGEMENT'S Survey of Buying Power, 1947
Map shows rank in wholesale sales Retail sales rank of these cities:
1. New Orleans 6. Memphis
3. Dallas 8. Oklahoma City
4. Atlanta 9. Fort Worth
5. Louisville 10. Jacksonville

**Source: DUN'S STATISTICAL REVIEW.
...and WWL is your greatest selling power in the South’s **first** city
WWL leads in promotion and merchandising, too!

Using all forms of consumer media, WWL effectively sells its features and its advertisers to the buying public. No other New Orleans station offers such a comprehensive program.

Folks turn first to . . .

The Greatest SELLING Power in the South’s Greatest City

50,000 Watts - Clear Channel - CBS Affiliate

Represented Nationally by the Katz Agency, Inc.
Stations Are Important Ad Purchasers
Kenyon & Eckhardt Survey Indicates

RADIO STATIONS, which derive their income from advertising, are becoming important purchasers of advertising themselves, a survey conducted by Kenyon & Eckhardt, New York, disclosed last week.

Several stations are spending more than $50,000 a year to advertise in other media. It is a rare station indeed that doesn't spend something, the survey made clear.

Kenyon & Eckhardt was commissioned to make the survey by the National Assoc. of Transportation Advertising, trade group in the car card advertising field. The agency mailed questionnaires to 800 stations and received 407 replies.

The questions asked of station men were: (1) What % of total station promotion is invested in transit advertising; (2) what was the result, in your opinion, good, bad, indifferent; (3) will this promotion be increased or decreased in 1948; (4) what are the estimated expenditures for 1947 and 1948?

The answers to the questionnaire brought the following results: Newspapers are the No. 1 choice for station promotion but outdoor advertising and car cards were used extensively—26% of the stations stating they used the car cards medium.

A cross section of replies shows 46% of the returns were from 250 w stations—26% from 5 kw—15%

Radio's Aid in Big Navy Recruiting Drive Ahead

SPECIAL recruiting drive by the Navy, described as the biggest in its history, is being planned, with broadcasters asked to donate time and facilities. Arthur C. Stringer, NAB Director of Special Services, has written all stations about the campaign, which is being handled without paid promotion in any medium since Congress did not provide funds.

In addition to material available locally, Capt. John B. Shipman, directing the drive, has a series of transcribed spots and quarter-hour programs, along with live spots.

They Can't Resist

When WAIR tells this great market about your product, the response adds up to profitable volume in a hurry. That's because our good listeners can't resist the appeal of a friend they've learned to love and trust.

WAIR
Winston-Salem, North Carolina
Representative: The Walker Company

KLAC's hooper rating goes...

More people listen to KLAC than any other independent station in Los Angeles.*

KLAC (featuring Al Jarvis and his Make-Believe Ballroom) continues to lead the morning field.*

*CE Hooper total-rated-period share of audience survey, May-June 1947.

National Representative: ADAM J. YOUNG, Jr., Inc.
New York & Chicago

Broadcasting • Telecasting

August 11, 1947 • Page 43
HARRISON IS ELECTED WMAS-WLLH PRESIDENT

GERALD HARRISON, who has been vice president and a director of both WMAS Springfield, Mass., and WLLH Lowell, last week was elected president of both stations. He succeeds Albert S. Moffat, who died July 22.[BROADCASTING, Aug. 4].

Active in radio for over 21 years, Mr. Harrison started broadcasting Boston sporting events over a special hook-up before networks were in operation. In 1926 he owned and operated the former WLEX Lexington, Mass., with Carl Wheeler, who succeeds him as vice president of WMAS and WLLH.

From 1930-1944 Mr. Harrison was director of public relations and later director of station relations for Yankee Network. He joined WMAS and WLLH as vice president in 1944. He had been a stockholder for several years.

NAB-RMA Meeting

MEETING of the NAB-RMA Liaison Committee is scheduled Aug. 26 at NAB Washington headquarters, with mutual problems on the agenda. These problems include plans for joint promotion of National Radio Week (see story this issue), the Radio-in-Every-Home campaign of RMA, FM receiving set manufacturing problems, FM duplication of network music and television developments.

WJBK Detroit, July 30 presented $189,000 tea bags to Loretanamy Gibson, superintendent, treasurer and foundress of Mercy Hall Hospital, Detroit. The donation inaugurated local drive for funds to support this institution which is devoted entirely to care of cancer cases.

VINCENT BARKER, after 14 years with NBC engineering in New York has resigned to operate WFL, new 1-kw station to begin operation fall in Freepor, III. WFL is owned entirely by Mr. and Mrs. Barker.

Mr. Muros, former program director of WCAP Pittsburgh, has been appointed manager of WCAP Allentown, Pa. Mr. Nuros has been with WCAP since 1927 when he joined the engineering department.

CALVERT M. HILL, formerly with Fletcher, Van Tiffin, Lyons and Teetzel, public accountant, has been appointed station manager of WEXL, Royal Oak, Mich.

Mr. Putnam, manager of WEXL, has been appointed general manager of WFLS Fort Wayne, Ind., replacing Samuel L. Stevens, who has resigned the newly formed American Telecasting Corp., Hollywood, as vice president.

Mr. Putnam

Mr. Putnam, manager and part owner of WPON, has resigned from that position and sold his interest in the station to his partners, ELROY McCAY and JACK KEATING. Mr. Putnam reports for duty with Gray Ground Forces Pacific on Aug. 15, with rank of Lt. Col., Md. Reserve. His future plans after this temporary tour of duty have not been announced.

JAMES BLACKBURN, partner in radio brokerage firm of Blackburn & Hamilton, Washington, is the father of a boy.

DAVID ROSENBLOOM, owner and manager of WHR Butler, Pa., has returned from hospital and is recovering at home from a serious heart attack. His illness followed shortly after his attendance at NAB Regional meeting in Baltimore.

NATHAN STRAUS, president of WMCA New York, just returned from two month European tour, Aug. 11 through 15, from 4:30 to 7:30 p.m. WMCA will report nightly on European conditions.

SIDNEY N. STROTE, NBC Western Network vice president. Aug. 4 received Award from the National Association of Broadcasters.

Mr. Muros is a former general manager of WLLH Fort Houston, Mich., replacing Harmon L. Stevens, who has resigned to join newly formed American Telecasting Corp., Hollywood, as vice president.

CAPT. VINCENT J. Manno, general manager of The Smith Davis Corp.

John H. Lee

JOHN H. LEE, 60, former general manager of WHAM Rochester, N. Y., died on Aug. 5 after a long illness. Mr. Lee entered the radio field in 1925 and was a writer, producer and actor at WHAM Rochester and other stations in the Rochester area.

KYW Philadelphia

CUBA's self-styled "one-man FCC," Nicholas Mendoza (R), director of communications for the Cuban government, is interviewed by Alan Scott on KYW Philadelphia Man on the Street. Program originates weekly at Atlantic City, where Mr. Mendoza is attending International Telegraph Communications Conference.
KSL's high commercial standards mean high listener acceptance

**HOUSEHOLD PRODUCTS**

Food and drug product advertising on KSL is carefully checked to make certain that all laws pertaining thereto are being observed.

To quote from KSL’s workbook—“Program excellence and the integrity of the sponsor and product are the paramount considerations in the acceptance of any advertising.” The experience of hundreds of national advertisers on KSL has shown the wisdom of this policy. For KSL is known as “the quality station” among the 1,391,370 radio families* in its nighttime coverage area, and in turn, the products and appeals of KSL advertisers are accepted with complete confidence.

*Broadcast Measurement Bureau, 1946

**RELIGIOUS BROADCASTS**

KSL was one of the first stations to offer generous amounts of time without charge for religious services to all major denominations.

Healthy respect for law and order, good morals, and fair play are required in KSL children’s programs. In addition, the dramatic adventure aspects must not be over-accentuated.

**COMMERCIAL COPY**

Standards set up by the NAB governing length and content of commercial copy are carefully observed on KSL. This makes for more cheerful acceptance of all advertising on the station.

**SPECIAL EVENTS**

KSL microphones are in the center of all important local civic activities and special events, lending spice to the regular program schedule and giving KSL listeners lively on-the-spot coverage.

You as an advertiser, in many cases, are judged by the quality of the other advertisers in the medium of your choice. On KSL you can be sure that your associates will be the finest—advertisers of unquestioned integrity. So in your next radio campaign, specify KSL, the dominant station in Intermountain America. Contact your nearest Petry representative in New York, Chicago, Boston, Detroit, St Louis, Atlanta, San Francisco, or Los Angeles.

**KSL NIGHTTIME COVERAGE**

Based on BMB Study No. 1

Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

Station Audience Report containing complete BMB Audience information by counties and measured cities available free on request.

**KSL**

50,000 WATTS • CLEAR CHANNEL

SALT LAKE CITY

Edward Petry & Co., Representatives

For many helpful facts and BMB data on KSL, send for your copy of KSL’s new BMB Map folder.
YOU CAN TIE UP THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

*The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

If you want the eyes of the Pacific Coast audience on your product, put your show on Don Lee. This outside market (where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946) gets complete coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it).

ONLY DON LEE offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

DON LEE IS A BETTER BUY than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

If you have something to sell the outside audience, don't hide it—put your show on Don Lee, the only network with enough facilities to reach both inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual DON LEE
BROADCASTING SYSTEM
Editorial

Legislative Life Line

IN LITTLE MORE than a month, radio goes to its biggest convention. Advance estimates are that 3,000 will attend the NAB annual meeting in Atlantic City, June 21-26. It will mark the first time in NAB annals that a convention will have been held in an auditorium, rather than in a hotel. NAB has outgrown single hotel accommodations.

Justin Miller will have to leave that behind after two eventful years as the association's president. He will give an accounting of his stewardship. There will be no problems on that score because Judge Miller has acquitted himself admirably and courageously as radio's leader. He has spearheaded the fight for radio's full freedom. He has come to grips with many of radio's operating problems. He has brought new prestige and dignity to the industry.

The convention can't solve radio's myriad problems. It can adjust some and chart courses of action on others. There's the self-regulation code which is certain to engender heated debate. There's the future of BMM and the perennial problem of dealing with Petriello. There are terrible labor problems all down the line. There's the ever-expanding competitive picture and the constantly diminishing coverage of standard stations growing out of wholesale sale of registrations. The agenda could be endless.

Yet all these burning issues are collateral. The fundamental one is the law that governs radio and the men who administer it. Broadcasters had a taste of one legislative potion a few short hours before hearings on the White Bill (S-1333) which, if adopted in its present form, would scuttle our existing radio structure. That bill is still pending, for next January Congress picks up where it left off last month. Chairman Wallace H. White Jr., says he isn't wedded to that bill. But he is determined to press for legislation. Senator White is highly respected by his colleagues as an authority on radio. His views carry weight. That cannot be brushed aside.

Judge Miller will have a legislative report for the convention. We hope he will have a more bill than a brief. This is a time when a united broadcasting art is needed. Radio must be in a position affirmatively to support good legislation, rather than negatively to resist that which is ill-conceived.

Broadcasters also go to Atlantic City prepared to argue every issue, but grimly determined to hold the legislative life line.

Juke Box Vision

AND NOW it's Phone-Vision—the "pay-as-you-see" television service proposed by Comdr. Eugene F. McDonald of Zenith on the premise that the advertiser can't pay the freight for acceptable visual media. It sounds for all the world like Bill Benton's plan for Subscription Radio, via FM, which he launched on paper just before the war, and quietly folded ten years ago. The Federal Communications Commission didn't see Mr. Benton's plan because he wanted to use FM bands for which we choose to call "narrowcasting" to those who would pay the price, rather than broadcasting to all tuners within earshot.

Comdr. McDonald's service would be available through a telephone connection, with the tariff charged to the phone bill.

Some newspaper editorial opinion goes into raptures over the Zenith plan. Understandably so. Television adds a new dimension for the radio advertiser. It is already being eyed with interest, if not excitement by department store advertising executives who were never enthusiastic about aural radio. The staginess in television is an ideal local medium for displaying and demonstrating their wares to the woman in the home.

Small wonder, then, that newspapers should favor a plan that would remove the threat of video competition to their advertising pages.

We doubt, however, whether the broadcaster pioneering in television, as he did in aural broadcasting a quarter-century ago, will share the newspaper enthusiasm for Comdr. McDonald's plan. Nor do we think the listening and viewing public will go for it. There are echoes of the sentiments of E. A. Nichols, president of Farnsworth Television & Radio Corp., who told a dealer meeting:

"The American people are accustomed to the radio way. They expect to turn on their receivers as they choose, to enjoy any program they choose. They don't pay a tax; they drop nickels in slots; they receive no bills from anyone. They expect the same of television and they are going to get the same of television. To which we add our "Amen."

WHY: the movie people protested to Jimmy Petriello that their joint boycott on the use of films for television might be illegal, Jimmy responded: "Let the attorneys worry about that." (Testimony at House Labor subcommittee hearing in Las Angeles last week.)

"I'm told you'd better hire some lawyers who are willing to stay up nights to do a little extra worrying on such matters. And don't forget, FM is waiting too."

The 'Voice' Stutters

ASSISTANT Secretary of State Benton, who achieved such signal success as an advertising agent, industrialist and educator, is finding it tough to be a successful bureaucrat. He hasn't won well with Congress or with others in public life. The press response to him has been so feeble that many an advertising appropriation, hasn't tended to win Congressional friends or influence Government people.

Mr. Benton was recently granted an interim funding of $15,000,000 for the "Voice of America" for the coming year—interim because Congress isn't convinced that there is an inevitable and continuing need to keep the Government in the broadcasting business and that it is the Government that is responsible for the present management is the answer.

But the unrelenting, determined Mr. Benton, his salesman's nostrils distended, plows ahead with his advocacy of the "Foundation" plan for a semi-public corporation to run international broadcasting. That's putting the Government in the broadcasting business. That's the BBC pattern. That's what Congress told him it wouldn't do.

Mr. Benton professes to want to take broadcasting out of the State Dept., and place it in this Foundation. There's only one way of accomplishing that. Give it back to the broadcasters. Let the Government buy time, as does any other client.

Mr. Benton, after repeated rebuffs, should know by now that, despite his dynamic salesmanship and the "Foundation" plan for a semi-public corporation to run international broadcasting. That's putting the Government in the broadcasting business. That's the BBC pattern. That's what Congress told him it wouldn't do.

Mr. Benton, after being told that there is a need for more funds for the "Foundation," or any variation of it. Radio by the American Plan means radio in private hands as a free enterprise. If the shortage of international frequencies means there must be pooling of facilities, let the impetus for such an enterprise spring from the roots of American radio. To try to sell America, the citadel of world freedom, via a Government Voice, makes a mockery of the freedom concept.

Our Respects To—

ROBERT HENRY HINCKLEY

HERE'S my suggestion on how to handle this sketch," said Robert Hinckley to Broadcasting. "Just say, 'This is what Hinckley knows about radio.' Then leave the rest blank."

We are disregarding Mr. Hinckley's advice. What this ABC vice president has to contribute to radio is far more important than any subjective knowledge of the medium. He's like the rare woodsmen who can see the forest despite the trees. For in every field he has explored he has sublimated the industry for the idea and his success has been phenomenal.

His belief in radio is founded upon the fact that it is "the greatest means we have to keep alive the ideas that the founding fathers of this country have given us, and the ideas for which they founded the country."

The challenge of radio's potential power is the perfect outlet for Mr. Hinckley's zeal for public service, ingrained in him since his early days as a missionary for the Mormon Church. "I guess I've still got the old missionary attitude," he admits.

Somehow Robert Hinckley can be a "missionary" while resembling more the small boy at a Sunday school picnic. He savors life and the job at hand with a joy that makes him seem decades younger than his 56 years.

Of pioneering Mormon stock, his concept of the responsibilities of citizenship is his guiding principle. He was born in Fillmore, Utah, June 8, 1891. After graduating from Brigham Young U. in 1906, he sailed for Europe "to go proselyting for the Mormons."

"I was always being asked how many wives I had," he recalls, "and I couldn't even grow whiskers." So to compensate for the nakedness of his chin, the 19-year-old missionary let his sideburns grow down to his jawbone.

"At 20 I was the Mormon bishop of Cologne," he says with dignity. "Out of a population of 660,000, there were 590,000 Catholics. The rest were Lutherans."

After three years in Germany Mr. Hinckley returned to teach history, civics and social sciences—and coach football—at Brigham Young U. "I guess I was always preaching citizenship," he says, "and the kids told their parents. So they got even with me. They elected me—even when I wasn't even running—for the State Legislature. I served one term. The pay was $4 a day."

Meantime, in 1915 he had married Abrelia Seely, and in 1916 had started an automobile distributing business. He was "salesman, mechanic, bookkeeper, general manager, telephone operator, accountant, general manager, telephone operator, accountant, telephone operator."

(Continued on page 50)

BROADCASTING • Teletcasting
**Cause:** KOIN'S Pacific Northwest farm neighbors said, in effect: "Give us news of the day, farm bulletins and entertainment... and give them to us during the noon hour... the best time for farm home listening."

**Effect:** KOIN scheduled "Come 'n' Get It," 12:15 to 12:30 p.m. daily... following the popular and long-established "Noon News." This provided a solid half-hour block daily of noontime listening requested by our farm friends. "Come 'n' Get It" features the refreshing western entertainment of "Red's Gang" plus timely, informative farm bulletins, and latest weather news by the U.S. Weather Man, in person.

Again KOIN has successfully designed a service to meet an expressed need!
For two years following he was back in Utah with his auto and aviation interests. Then the government started the Civil Aeronautics Authority, and Mr. Hinkle-ley again was a public servant.

So in 1938 he set up the Civil Pilot Training program. He had to fight hard for his idea of "using existing facilities"—a cardinal conviction of his—and teaching aviation in schools while using local airports. He won, however, and training was started in 13 schools throughout the country. Three hundred pilots were trained the first year with no fatalities. The next year, out of 10,000 pilots trained, there was but one fatality. The safety methods of Utah Pacific Air-ways were working on a national scale. There are now 600 colleges training pilots, "And they are still using existing facilities."

At that time Edward J. Noble, now chairman of the ABC board, also was chairman of the CAA. He and Mr. Hinkle struck up a fast friendship that has paid dividends in many ways to both. "We have quite a time together," says Mr. Hinkle. "Ed has a terrible sense of humor—and I don’t think I exactly cramped his style," which is the greatest understatement of the year.

In 1940, in view of his outstanding record in getting national knots untied, Mr. Hinkle was appointed Assistant Secretary of Commerce (Mr. Noble was Under Secretary of Commerce at the same time).

He then became an executive of the Sperry Corp. in 1942 when his Commerce term was up, and remained there until government service called again. This time it was in the person of James Byrnes, ex-Secretary of State, who asked him to serve as director of the U.S. Office of Contract Settlement, "I couldn’t refuse him, you know," he says. "And I wouldn’t stay in private salary and be a dollar-a-year man." But the persuasive Mr. Byrnes and the even more persua-sive Mr. Roosevelt made up their minds, and Mr. Hinkle again went on govern-ment service, as Director of Contract Settlement.

He was given carte blanche to start an agency, desired to fill his agency. To the amazement of the bureaucrats, Mr. Hinkle and but 82 people cleared up the billions of dollars worth of settlement in two years—1944-1946. "We used existing facilities and established standard procedure and regulation," he explains. There was scarcely a large contract settlement that had been expected to be the bottleneck that would prevent speedy reconversion.

In January 1946 Robert Hinkle was offered an additional post from the government branch of public service into what he considers an even wider field of public betterment—radio. On Jan. 23 last year he was named vice president and member of the board of ABC.

He also branched out into radio ownership the same year. He has minority interests in KULA Honolulu, which was operating in the Central Divi-sion, and with prior to that member of communica-tions branch of the OSS during war-time, has Chicago office of Taylor-Lowrie-Snowden, national representatives. He is the new head of sales department of KICD Spencer, Iowa. He replaced Tom Steensland, who has opened own business.

W. W. (Bill) Firman, former spot salesman for ABC's West Division, and prior to that member of communica-tions branch of the OSS during war-time, has Chicago office of Tay-lor-Lowrie-Snowden, national representa-tives.

George Guvan, former operations supervisor of WBKB Chicago and CBS Central Division and prior to 1942 chief station engineer of the old and well-known redoubt of WING Chicago, has joined sales staff of WGN Chicago.

WKMO Kokomo, Ind., appointed Radio Ad-vertising Co. as its exclusive national representa-tive effective Aug. 1. Station is Columbia affiliate.

DON MENTZER, formerly with KFH Wichita, Kan., has been named as ABC’s representative for KCKN Kansas City, WBHW and WIBW-AM Lincoln, Neb. (Capper Publications sta-tions). His headquarters will be at 300 Wawitor Bldg., Kansas City, Mo.

Joseph A. Lenn, accounting executive at WHHL Hempstead, L. Y., has been appointed director of local sales for the station.

Harold Wooley, former account executive of KTPI Twin Falls, has joined KEED San Jose, Calif., as account executive.

James Hughes, who formerly operated his own local agency, has joined KGO Long Beach, Calif., as account executive.

Fred Alexander, formerly with distributive education course in several New York schools, has joined appointed sales manager of WLOS Claremont, N. C.

Radio Ady, Co., New York, has been appointed national representative for WBR and WIFM Dubuque, Iowa.

John Barnard, former account ex-ecutive and television director of WPMO New York, has joined Joseph Hersh & Mogill Inc., as member of New York sales staff. RAY MURPHY has rejoined Mogill's organization.

Henry Cate is now head of sales department of KIATC Spencer, Iowa. He replaced Tom Steensland, who has opened own business.

Three boys and a girl comprise the Hinckley offspring: Robert Jr., 28, a major in the Air Forces; Elizabeth, 26, now Mrs. Nible; John, 24, and Paul, 22. Red, Redder and Reddest are the nicknames of the sons, in chronological order. "They just came that way," Father Hinckley says.

Although he keeps his home in Ogden, Utah, he also has residences in New York and Washington. And no matter where he is he always keeps ingredients on hand for the Hinckley special—a "chilled" salad composed of seven parts gin, one part vermouth, and the rest hang-over. It was discovered before the atom bomb, and is twice as potent.

One BIG MARKET . THREE KEY CITIES . . . covered by KDFM . . . PERMANENT incomes, employment, and high incomes make this one of the most favored spots in the U. S. Take time this time to schedule KDFM. . . . HAS THE AUDIENCE DAY AND NIGHT . . . in a $584 million dollar market!
The Power and Impedance Monitor

IT'S NEW...
IT'S EXCLUSIVE!
IT'S ONLY IN
Western Electric
FM TRANSMITTERS

It gives you for the first time...
✓ Accurate, direct measurement of the actual RF power fed into antenna system
✓ A simple method of measuring standing wave ratio under full power output

The new Power and Impedance Monitor designed by Bell Telephone Laboratories is another exclusive “plus” for users of Western Electric FM transmitters. It tells at a glance transmitter output power or reflected power in kilowatts...gives a constant check on standing wave ratio while on the air...automatically protects your equipment from excessive standing wave ratio. Here are the vital functions performed by this new device:

The MONITOR (B), located within the transmitter, registers on front panel meter the power in kilowatts actually going into the transmission line at any time, no matter what the standing wave ratio on the line.

The FRONT PANEL METER (A), connected to the Monitor, provides direct readings of output power and reflected power in kilowatts. Also gives a simple means for determining standing wave ratio at any time, while the transmitter is in operation.

The new Monitor is supplied as standard equipment with Western Electric FM transmitters of 3 kw and higher powers.

Write for literature describing in detail the operation of the new Power and Impedance Monitor. Address your request to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y., or see your local Graybar Broadcast Representative.

QUALITY COUNTS

A DIRECT READING RF OUTPUT WATTMETER

B POWER AND IMPEDANCE MONITOR (LOCATED IN TRANSMITTER)

W. E. FM TRANSMITTER

ANTENNA

TRANSMISSION LINE
in Memphis

most women listen to WMC most!

Memphis and Mid-South women do a lot of buyin' in this Billion-Dollar market.

Down here in Memphis, women prefer WMC. It's our "personality", they say. We lure 'em to listen with top NBC shows, outstanding regional programs, and personalized local features.

WMC

"the station most people listen to most"

★ MEMPHIS 5000 WATTS DAY & NIGHT

Owned and Operated by

The COMMERCIAL APPEAL

National Representatives

The BRANHAM COMPANY

When it's Memphis you want ...... It's WMC you need.

WMC-FM ... The first FM broadcasting station in Memphis and the Mid-South

of his time this winter finishing his theological studies at Queen's U., Kingston.

STAFF CHANGES at KHQ Spokane. W. J. K. Smith, veteran of key spots, now manager of many Army broadcasts, has been named production supervisor. C. E. "Tiny" Talbot (c), Army veteran well-known in West Coast radio, joined KHQ as di- rector of public service, and Paul Law (t), ex-Navv, man who has been a staff announcer, is now chief announcer.

CLELLAN CARD, formerly with KSTP St. Paul and previously with WCCO Minneapolis for 10 years, has returned to WCCO as an m.c.

GORDON TAPP and WILLIAM GAL- BRAINT have joined announcing staff of KNX Hollywood, has shifted to KMTC in city, as member of production-con- tinuity staff.

STAN HOWARD has joined announcing staff of CWCH North Bay, Ont.

CATHERYN CRAGEN, using game of Becky O'Brien's, has joined KHCO Glen- dale Calif., as record m.c. with daily two-hour program.

RAY GIRARDIN, production manager of WREX Boston, is the father of a girl, Nancy Louise.

DON MacDONALD has joined the announcing staff of CKUA Edmonton.

ROBERT C. VINSON has been named to a personal contract by Regional Denver, Hollywood, silent film star to write radio series based on life of Eng- land's famed highwayman, Dick Tur- pin.

BILL NADEAU and MAURICE DARJES have joined announcing staff of CKGB Timmins, Ont.

CARLEY CARPENTER, assistant pro- gram director for WREX Albany, Ore., and Bob Copenhaver have announced their wedding.

RALPH EDMONDSON, m.c. of NBC "Truth or Consequences," has been given the American Cancer Society's Distinguished Service Award for raising $3,120 for cancer research on his program.

WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE, BEST PROGRAM FACILITIES, AND SOON—

5000 WATT OUTPUT

osomal to have joined mainstream

CHNS

HALIFAX NOVA SCOTIA

BROADCASTING • Telecasting
available now...for immediate delivery

Hundreds of FM broadcasters and industry leaders who have seen and heard "the people's FM" recognize this combination FM receiver-tuner as just what the people want—just what broadcasters need—just what dealers can sell!

Priced low enough to make fine FM a reality to all,

suggested retail price... $56.95

orders are being filled as received—and dealers will get prompt attention from exclusive sales agency, ELECTRONICS, INC.

934 Bowen Building, Washington 5, D. C., Phone REPublic 8181

"COMBINETTE IN FM" features:
8 tubes, plus selenium rectifier, operates on AC or DC, 3 stages of I.F. amplification, 5" speaker, built-in line cord antenna, "console-type" mahogany cabinet 14" x 11" x 8", receives FM independently or as tuner with any AM set.
Manufactured by:
AIRADIO INCORPORATED,
Stamford, Conn.

广播

August 11, 1947 • Page 53
Charles E. Darwen and Joseph A. DeMilling have been appointed sales manager and assistant sales promotion manager (Household Products, respectively) of the Chicago & Son Inc., Hänke, Wis. Mr. Durant was formerly assistant advertising manager for Armour & Co., Chicago, and Mr. DeMilling was previously promotion display manager for W. T. Grant, New York.

ELECTRIC Assn. of Chicago has announced plans for fall advertising and promotion campaign to stimulate sales of electrical appliances in Chicago area. The presentation of $5,000,000 campaign will be in concert with entries made, in 50 words or less, in statement, "I Want To Live Electrically Because..." Spot radio and television announcements will be used. Agency: Pershall Co., Chicago.

Robert D. Stuart, assistant advertising director of U. S. Rubber Co., New York, has been named assistant promotion manager of that firm's General Products Div. Mr. Stuart formerly was MBS producer and one of the founders of the Intercollegiate Broadcasters Assn.

Kimball Candy Co., Chicago, has appointed Jim Ward & Co. Chicago, to handle advertising for its product, "Smack." Coats Candy Co. is currently conducting 90-day test campaign in Wisconsin cities, with approximately 40 transcribed spot announcements per week over each station as WMAG Green Bay and WMAQ Chicago.


GONZALEZ, CASTLETON & SHAW Soc. Anon. Com. e Inc., Buenos Aires (Hoover Vacuum Sweepers, Argentine Representative for new home sewing machines and Nu-Tone Door Chimes), has appointed McCann-Erickson's Buenos Aires office to handle its advertising.

WILLIAMS, STARR & HINKLE Ad., Washington, has contracted for sponsorship of one-hour musical show on WADD-FM Washington. This marks the first time since WADD started its FM operation that a program has been sold on its FM alone. Show started Aug. 10 and is aired Sun. 6-9 p.m.

JAMES HANLEY Co., Providence, R. I., has account for Hanley's beer to Hixson-D'Onofrio Advy, New York. Sport radio will be used in New England.


TAPPAN GAS RANGE Co., Mansfield, Ohio, in dealer tie-in will sponsor weekly transcribed musical featuring Jack McKroy and Gaylord Carter trio, on stations nationally. Placing direct, for this offer.


O. Pane, former vice president of Philip Morris & Co., New York, has been elected executive vice president of the firm.

TOY MANUFACTURERS of Beverly Hills, Calif. (retail toy), has appointed Adolph Weinstad & Assoc., New York, to handle advertising. Radio will be used along with other media.

XLLNT SPARCE FOODS Co., Los Angeles (canned chili), has appointed Glidden-Geiler Inc., that city, to handle advertising. Radio being considered along with other media.

GRENW WATCH Co., Cincinnati, has cut new series of 24 "Modernism, musical program, for placement in newspapers and magazines nationally. Series was cut at NBC Hollywood radio-recording division, with J. W. Smith & Assoc. of Spot Transcriptions, Cincinnati, supervising production.

KEN-WIN Co., Los Angeles (Pilsner beer drink), in two back-to-back test, Aug. 4 started using more than 1,000 transcribed announcements in major California stations. List includes KJBS KEJS, two KSKO KUSB KXOA KOVD KWXI KRXI. "Heart and Home" theme was used.

With 30 spot campaign other stations will be advertised. Agency: Smith, Bell & McDonald, Hollywood.

ATLAS BREWING Co., Chicago, has contracted for sponsorship of broadcast of all home and traveling games of the World Series. "Cubs on the Road" will be calling the ball team over WJJD Chicago. JACK BREGMAN, Chicago (sports fan), will do play-by-play.

RHOADES & JAQUET, Oakland, Calif. (earth-moving equipment), has appointed Oregon & Oakland to handle advertising. Initial test campaign will be running in Northern California. Radio will be used.

S. M. FRANK, New York (mfg. of pipes, cisterns, sewer, etc.) has appointed Splendor Stations to manage its first test spot campaign on WLIR New York two weeks ago. Agency: Grey Advertising, New York.

TEA GARDEN PRODUCTS Co., San Francisco (preserves, jellies, grape juice), has appointed BRDO, that city, to handle national advertising. Media will be considered.

WASHINGTON Office, State Apple Advertising Commission, Wenatchee (cooperatives), utilizing telephone and regular network radio along with other media, has budgeted between $50,000 and $50,000 for advertising and promotion this season. Of this sum, $13,000 so far has been spent for use between September and year's end. Plans for first half of season will be announced later. Agency: J. Walter Thompson Co., Seattle.

W. C. PATRICK & Co., Toronto (Ontario's grayson's Improver), is using spot announcements on a number of Canadian stations. Agency: James Fisher Co., Toronto.

Sponsors
Reach for MORE people
MORE money
MORE sales
in Greater Kansas City
through KCKN

An Effective Buying Income of nine million dollars (AFTER taxes) is concentrated in Greater Kansas City. And, to reach this in-the-money mass market, KCKN programs exclusively to satisfy the radio listening pleasure of its metropolitan audience.

That's why Greater Kansas Citians turn to KCKN for the kind of radio entertainment they like . . . and that's why your sales message, delivered through KCKN, will reach more people who have more money—and make more sales for you. Thanks to KCKN's specific coverage, you may sell to Greater Kansas City's nine million dollar buying power without the rate penalty of out-state coverage.

WIRE OR PHONE YOUR NEAREST CAPPY OFFICE FOR AVAILABILITIES

The Voice of Greater Kansas City

BEN LUDY, general manager, KCKN, Kansas City . . . WIBB & WIBW-FM, Topeka
ELLIS ATTBEYB, manager, KCKN, Kansas City

CAPPY PUBLICATIONS, Inc.

NEW YORK 17: 420 Lexington Avenue MOHAWK 3-4280
SAN FRANCISCO 4: 1007 Ross Building DOUGLAS 5220
CHICAGO 1: 180 North Michigan Avenue CENTRAL 5877
KANSAS CITY 6: 300 Halter Building VICTOR 3664
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Stop 'WOW'!

—with a positive drive at 33.3 and 78 rpm

Remember this: When a listener becomes dissatisfied with the quality of your programs, he simply twists a dial. And in doing so, he also tunes out his pocketbook. So why jeopardize what is probably your best source of revenue—your recorded programs!

Professional recording and playback should be, and can be, 'WOW'-free. How? With the time-tested Fairchild direct-from-the-center turntable drive, shown above. It eliminates all variations in turntable speed. Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all critical moving parts.

Further aid to 'WOW'-free performance is provided by a perfectly balanced turntable with extra weight in the rim and a turntable clutch that permits smooth starting, stopping and shifting from 33.3 to 78 rpm in operation.

Fairchild's 'WOW'-free performance is available on professional Transcription Turntables, Studio Recorders and Portable Recorders. For complete information—and prompt delivery—address: 88-06 Van Wyck Blvd., Jamaica 1, New York.

Fairchild CAMERA AND INSTRUMENT CORPORATION
Mr. Yambert, veteran of 15 years in advertising and public relations, has joined the Ralph Yambert Organization at 260 Seward St., Hollywood, as a package service of public relations, advertising and marketing. Associated with Mr. Yambert in the firm are Charles J. Eastman Jr., formerly with Buchen Co., Chicago, and Hal Hodge, who has been in radio production in Hollywood for 20 years. Agency offers complete service in all three fields in package form or in any single phase alone. Telephone: Hillside 2155.

ARTHUR BOOTH, former partner and vice president of Booth, Vickery & Schwartz, Baltimore, has been appointed general manager of recently-reopened Baltimore office of St. George & Keyes, New York and Baltimore agency. Firm's Baltimore office, which had been closed since 1944, is located at 2112 North Christian St.

ERWIN, WASEY & Co., New York, has formed a new company in Brazil to be known as "Publicidad-Erwin Wasey S.A." with main office located in Rio De Janeiro. ALFREDO G. MARADINO is manager of office. This is the agency's first operation in Latin America.

CHARLES H. GABRIEL, treasurer of Brisacher, Van Norden & Staff, New York, has, in addition to his duties as treasurer, been appointed general manager of agency's New York office, succeeding JAMES P. DERUM. ROBERT BRISACHER, formerly with Gimbel's Department Store, New York, and son of EMIL BRISACHER, president of agency, has joined firm's New York office, where he is working in promotion, merchandising and copy.

TRISTRAM DUNN, former general advertising manager of Northampton Warren and Peggy Sage Inc., and prior to that with Young & Rubicam, has joined William Ely & Co., New York, as an account executive. Mr. Dunn will work on VeL account of the Coigate-Palmolive-Percol Co.

BRUCE SWIGERT, assistant for past year and a half to manager of McCann-Erickson, in Bogota, Colombia, will be assigned to similar capacity in agency's Havana office after brief vacation in New York.

FOOTE, CONE & BELLING, Los Angeles, has offered for sixth consecutive year to serve as Advertising Council's volunteer agency for preparation of Fire Prevention program in 1948.

WILLIAM H. RANKIN Adv. & Public Relations Co., New York, formerly located at 203 East 29th St., has moved its office to Bankers Trust Bldg., 527 Fifth Ave.

HENRI P. POULIN has been appointed director of French language broadcasting by MacLaren Adv. Co., Montreal. He formerly was with CBC and French network, and until his present change was in charge of the Montreal office of Time Magazine.

RAY MAYER, Los Angeles, has merged with Hillman-Shane Adv., that city, absorbing the latter's staff and accounts. RAY MAYER is a general manager of new operation, and DAVID H. HILLMAN becomes vice president executive and creative business head.

JACK C. SHARP Jr. has been appointed radio director of Leonard M. Sive and Associates, Cincinnati. Mr. Sharp was formerly in charge of radio continuity and will continue in that capacity.

M. C. (Doc) BORLAND, vice president of Hannah Adv., Co., San Francisco, has resigned effective Aug. 15 to join J. Walter Thompson Co., Los Angeles, as service representative.

FRED CRASHAW, former president of Photo & Sound Productions, San Francisco, has joined O'Farrell & Guild Adv., that city, as vice president and service executive.

HAROLD H. WRIGHT, formerly with the New York office of the company, has joined copy department of Wendell P. Coton Co., New York.

L. J. PAULIN & Assoc., Washington, D. C., effective Aug. 1 withdrew from association with agencies to engage in activities in related fields of radio and television production, public relations and convention services. Telephone: National 9249 and National 9265.

RHODA BANDLER RAIDER, former radio copy chief for four years at KAL, Ehrlich & Merrick, Washington, and previously with WJAX that city, has been appointed to join STAC as traffic manager and continuity director, and has been appointed radio director in charge of all radio operations for Alvin Epstein Adv., Washington. She is the wife of ALVIN J. RAIDER, general executive of Epstein agency.

Mrs. Raider LEWIS EDMUND of WABN Inc., Washington, D. C., has been elected a member of American Assn. of Adv. Agencies, bringing AAAA membership to a total of 200 agencies.

J. T. MITCHELL, director of radio production for Stone International Inc., New York, resigns from that post effective Oct. 1. His future plans were not announced.

RICHARD W. LESSER, former copy-contact with Al Paul Lefont Co., New York, has joined Compton Adv., New York, as a writer in radio and copy department.

ROBERT W. ORR & Assoc., New York, will be represented in England by Leggett Nicholson & Partners Ltd., 132 New Bond St., London, 2W, on the continent by Opta, 90 Rue de la Victoria, Paris, France, and in South America by Crome, 997 Boyce Ave., Buenos Aires, Argentina.

ROBERT TUCKER, associate with Foote, Cone & Bingham, New York as radio casting director for past two years, has joined J. Walter Thompson Co., New York, as television casting director on Kraft television show. Formerly his account executive was appointed manager of copy department of McCann-Erickson Inc., Chicago.

It will soon be 6:00 in Savannah

Richer Profits in Sales at Lowest Listener Cost ... Here's How: Richer Norfolk Market ... WTAR Speeds Up

MORE CUSTOMERS, with more buying dollars, are ready for you in the Norfolk Market—NOW—than in 1946, or 1945, or 1944. (Sales Mgt's Survey of Buying Power, 1947 through 1944)

WTAR again TOPS the nation in AUDIENCE DELIVERY, with the highest ratings of any station in any Hooper city on 6 of the top 15 top night-time shows; delivering 24.1 Hooper points in excess of national ratings on 10 of the top 15. (The Billboard's Continuing Program Study of Bonus Audience Stations, May 31, 1947) "Sensational!" —says The Billboard.
KRUL, new fulltime 250-w Corvallis, Ore., station on 1340 kc, was to take the air yesterday (Aug. 10) from its modernistic studios and executive offices at 1221 S. 15th St., that city.

Licensee is Pacific States Radio Co. J. C. Haley Sr., president of Brown & Haley Candy Co., Tacoma, is president, and Charles S. Wilson, Corvallis automotive and agricultural implement distributor, vice president. Robert S. Ingalls, manager of Corvallis Gazette Times, is secretary-treasurer.

J. C. Haley Jr., KRUL managing director and chief engineer, has been in radio for more than 20 years, and was chief engineer of various Pacific Coast and midwest stations before becoming interested in KRUL. Phil Waters, formerly account executive of Homer Griffith Co., Hollywood, station representatives, is commercial manager. Before going to the West Coast he was account executive of KABC San Antonio. Other personnel includes C. W. Peck, formerly of KBIZ Ottumwa, Iowa, special events and production director; Bill Karl, formerly of KBAC Manhattan, Kan., news and sales promotion; Jim Hughell, Gene Kilgore and Dick Pooley, announce-operat- tors. Gordon Bjork, formerly of KVI Tacoma, is assistant director of promotion and traffic, and Larette Van Patten, formerly of KBPS Portland, heads women's department.

Station has AP news and Lang-Worth transcription services. W. S. Grant & Co., San Francisco, is national station representative.

Graver Predicts Greater Demand for Combinations

PREDICTION that normal demand for radio-phonograph combinations soon will be three to four times the prewar level was voiced by Richard A. Graver, vice president of Admiral Corp., Aug. 5.

While only 6,000,000 families now have facilities for playing phonograph records, according to an Admiral survey, an estimate of 15,000,000 radio-phonographs in American homes within a few years has been advanced by the corporation.

According to the Admiral survey, 57% of all present radio phonographs are owned by families with an income of less than $3,000 a year. Mr. Graver contends that with "the economic level of utilization...low (it gives) us a very high potential."
This service will expand into a full library on subjects of interest to farmers. Eight pamphlets already have been prepared and are being distributed.

Health Tags

WHITE TAGS printed in red and black have been provided for each member of the Cambria County Medical Society for display in offices. Tags are promotional programs of the Warburg, Mo., and are headed "What About Your Health?" Tag gives information on day and time the program is aired.

Promoting Paul Whiteman Show

TO PROMOTE products advertised on Paul Whiteman program, KABC San Antonio is using window showing in key retail grocery outlets in San Antonio. Features a card in center advising readers to "Listen to the Paul Whiteman Club," with an eye-catching caricature of Paul Whiteman, time and station call sign. Two smaller cards on either side of center card feature dominant sales themes of each product advertised—Nabisco, Wesson Oil & Snow and Nescafe—with pictures and display samples of the products.

FM Demonstrations

DEMONSTRATIONS of FM were presented before the Muskegon (Mich.) Kiwanis, Lions, and Rotary Clubs, and members of the Chamber of Commerce during week of July 20 by KNUS (FM) Muskegon. Local dealers furnished FM receivers and FM converters for each demonstration to show the advantages of FM. The movie, "Naturally It's FM," was shown, followed by a discussion period conducted by D. W. Holliston, KNUS manager-chief engineer. After each meeting, guests were invited to visit KNUS studios and see in operation.

WCAU Yardsticks

SLIDING yardstick carrying the message, "Anyway, you measure it WCAU is Philadelphia's Number One Station," has been sent by WCAU to all time-keepers in Philadelphia, New York, Boston, Los Angeles and Chicago in connection with WCAU's campaign "What part do you use in selecting a radio station?"

"Clove" Is Grand Prize

SHORT statement contest is currently being conducted by WMNS Galion, Ohio, in which a registered Holstein dairy calf is being offered as a grand prize. Contest is open to 4-H Club members and open only to those whose name of the calf is "Clove," which is 4-H symbol, and is to compete in county fair. The statement: "I would like to own a Holstein calf, name "Clove.""

Audience Opinions

REPORT on audience likes and dislikes of "Tonight at 8," and also on foods, furniture, and other purchases it is hoped to present, will be broadcast by KMUS San Diego, Calif. National opinion poll will be conducted by the Research Corp. Poll will be conducted for KMUS by Dr. W. H. Warden, N. B. Total of 2,500 questionnaires will be distributed and will be mailed to families in those areas and stations report unusual response. Questions submitted to audience include: "What was the most interesting TV show you saw last week?"

SNAPSHOT for teen-age farm boys and girls highlighted National Farm Week Safety Week at WMF Cedar Rapids, Iowa. Pictures depicted typical hazards on farms and in home, as well as in the street. Other prizes awarded included a radio reproducer and a farm safety primer. Entire program personnel at WMF worked in using farm safety slogans during station breaks and public service programs.

Success Story

PROGRESS of WHS Huntsville, Ala., is presented in latest promotion piece of that station. Pamphlet titled "Success Story—Short and Snappy Concerning RADIO in Huntsville," presents statistics on growth of station's audience in comparison to other stations in the city. Figures are based on survey made by Robert B. Coman & Assoc. Coverage map in shape of heart is pasted on back cover with the sign "WHSR—The key to the heart of the Tennessee Valley Area.

Want Ads

NEWSPAPER advertising campaign has been started by KLX Oakland, using series of 1 x 1 column display ads. Ads are solid blocks of copy headed by key word. Example ad reads: "WANT, KD... Information leading to identification of smooth new morning radio show from 10:30-11:45, Mon. through Fri. Dial location 910—station believed to be KLX, Oakland's No. 1 station. Disc jockey is Glen King." No special letter is specified for ads. They may be found anywhere from first display page to classified section.

KCNA Car Cards

CAR CARDS are being distributed by KCNA Car Cards, Inc., to promote KCNA to riders of buses. Cards have a western theme and are mounted on card stock, and are lettered: "Happy Trails to you and your friends, KCNA—Your Car Card Carrier." Cards have large frequency and statement, "The Great Shows of KCNA Car Cards, Inc., Station for Music—News—And Entertainment—Station 910,000 passengers will see KCNA cards each month.

Lighted Identification Sign

IDENTITY of a being distributed by Wilcox-Glory, Corp., Philadelphia, is currently being resurrected for use as part of promotional campaign at WACO Detroit, to put over the station's latest record m.c., Warren Kelly. Station recently auditioned several record announcers throughout middle section of Michigan, to all record dealers. New sign has lighted edges and is printed in black and white, and also will be used in window display ads. Signs are made of plastic and are easy to read even in daylight. The sign is photographed on black and white film and is easily recognized by dealers.

"Seen Kelly!"

OLD SAYING, "Has Anyone Here Seen Kelly?" is currently being resurrected for use as part of promotional campaign at WACO Detroit, to put over the station's latest record m.c., Warren Kelly. Station recently auditioned several record announcers throughout middle section of Michigan, to all record dealers. New sign has lighted edges and is printed in black and white, and also will be used in window display ads. Signs are made of plastic and are easy to read even in daylight. The sign is photographed on black and white film and is easily recognized by dealers.
FIRST PRIZE plaque for outstanding performance in the handling of promotion and publicity regarding the Barbara-Dorothy Dig Linmont Contest was awarded to KECA Los Angeles. William Garson (I), star of "Deal in Crime" show, presented the award to Virginia W. KECA Public Relations director, who accepted the station. Also present (I) was Norman Nelson, KECA promotion. Second prize winner was KGL Seattle, and third prize went to WHU Harrisburg.

distribution of folder matches and truck signs, use of newspaper space and awards in form of certificates good for merchandise. Station reports that sales of each company have increased since advent of new campaign.

Local Shopping Drive CAMPAIGN to encourage local shopping was conducted Aug. 1-6 by Silver Spring, Md., merchant, and promoted by WGAY and WGAY-PM that city, in drive called "Shop Silver Spring Week." WGAY carried a "bargain" campaign throughout preceding week at no cost to merchants, and then offered special "bargain" rates for broadcast commercials, so that even the smallest merchant could use radio advertising. In addition, station contributed time throughout the week for a "Consumer-in-the-street" broadcast. Commercials were well-spaced throughout broadcast day and listeners were advised to keep pencil and paper handy to write down name of stores advertising particular bargains.

KRKN Approval Contest PROMOTING station through words of praise from its listeners was the aim of KRKN Fort Smith, Ark. In its recent contest "I Like to Listen to KRKN Because..." listeners were asked to complete the sentence in 50 words or less, with winner receiving a new Stewart-Warner Musidora combination radio and record player. Winner letter read in part, "I like KRKN because KRKN is the 'heart' and 'lungs' of my radio transforming it into a living vibrant friend."

KIMO Opening OPENING DAY at KIMO Independence, Mo. (Aug. 3), was highlighted by interviews with potential listeners which the station had been recording on wire recorder, for some weeks before the station went on the air. Larry Becker, KIMO program director, with the recorder, taped many of the towns and cities surrounding Independence and interviewed several persons in each locality. All interviews took the form of "Man on the Street" broadcasts and were slanted to securing an idea of the listener's specific interest in directing the general program policy. Records were used throughout the opening days programs.

Anniversary Poster EVERYONE helped Ray Perkins, disc. m.c. of KERP Denver, to celebrate his first anniversary with the station and a large six-fold poster was prepared and distributed to the trade showing how Mr. Perkins celebrated his anniversary week. Poster showed samples of announcements, advertisements, mailing cards and other forms of publicity used to tell listeners that Mr. Perkins would begin his second year with a two-hour show made possible by listeners, sponsors and agencies, because "Denver Wanted More Ray Perkins."

NBC Children's Shows PROMOTION folder titled "Two Young Men with a Mission," will be mailed shortly to a national list of 3,000 advertisers and agencies by NBC, describing two NBC Saturday morning programs, "Adventures of Frank Merriwell," and the "Adventures of Archie Andrews." Brochure describes how the title children's programs with pictures and words, and compares Gayelord Harris and Frank Merriwell with the up-to-date adventures of Archie Andrews. Folder was produced under direction of Charles P. Hardman, NBC's director of advertising and promotion, and was designed by Allen Burt, art director. Copy was written by Jack Snow of NBC staff.

BROADCASTING • Telecasting
RADIO COUNCIL SHOW
WROK Five-Weekly Helps Rockford Civic Projects

RADIO and the community are closely interwoven in Rockford, Ill., primarily because of the efforts of an organization known as the Rockford Radio Council.

Work of this organization is highlighted by a Mon.-Fri. 7-2:15 p.m. program over WROK Rockford. The Radio Council program originally was sold to the Rockford Life Insurance Co. for one year and then it was taken over by the Central Illinois Electric and Gas Co., its current sponsor, but the idea remains the same. The quarter-hour is offered by the sponsor to any civic organization which requests it.

The radio time is used by an average of 100 groups a year. Some of these, like the Red Cross, have a weekly offering, while others appear intermittently. The program itself is only a phase of the overall work of the Council, which also functions in schools, libraries, churches and civic organizations.

In order to increase the effectiveness of its broadcasts, the Council has established a Radio Workshop. This not only makes time available to civic groups, but furnishes writing and producing help.

WORK BEGINS ON WSAC, NEW 1-kw GA. OUTLET

WSAC COLUMBUS, Ga., began building last week as FCC approved the site for the new 1-kw fulltime outlet granted the Chattahoochee Broadcasting Co.

WSAC, to operate on 1460 kc as an MBS affiliate, is being established by Edwin Mullinax, Mr. Mullinax established the LaGrange station in 1941.

The new station will use an RCA transmitter, RCA turntables, and will be a subscriber to Lang-Worth transcription service. A full time news wire will also be used, with the wire to be selected in the near future.

WSAC plans to go on the air within the next six to eight weeks, using temporary studio quarters at the transmitter. Modern studios in downtown Columbus are planned as soon as a suitable location can be found.

Competing Bidder for KMED Denies Charges of Not Complying With Avco

MEDFORD RADIO Corp., competing bidder for acquisition of KMED Medford, Ore., denied to FCC last week that substantial differences exist between its purchase offer and that of Gibson Broadcasting, the original bidder.

The company's contentions were filed in reply to Gibson Broadcast- ing's exceptions to the FCC proposal to approve transfer to Med- ford Radio [BROADCASTING, July 7]. Gibson Broadcasting and Mrs. W. J. Virgin, present owner of KMED, claimed the Medford offer was so different from the Gibson bid that it failed to meet the re- quirements of the Avco Rule [BROADCASTING, Aug. 4].

In its point-by-point reply, the Medford applicant asserted that if any differences exist they are "only differences in form, rather than differences in substance."

The reply denied claims of Gib- son Broadcasting and Mrs. Virgin that Medford Radio had violated its charter, that one of its stockholders is not financially qualified, and that the book value of stock to be transferred to Mrs. Virgin would be less under Medford Ra- dio's offer than under Gibson's.

Purchase price includes $250,000 plus stock valued at $20,900. KMED operates on 1440 kc and has a good for 5-kw operation. Medford Radio is owned by a group of Medford businessmen who won FCC preference on grounds of local residence as com- pared with nonresidence of Luther E. Gibson, KHUB Watsonville, Calif., owner who controls (66.6%) Gibson Broadcasting.

The Medford group's reply to the exceptions of Gibson Broad- casting and Mrs. Virgin was filed by John W. Kendall of the Port- land law firm of Black & Kendall.

Launch Drive to Finance Bar Assn. Report Service

FEDERAL Communications Bar Assn. has begun a drive for 3-year subscriptions for a proposed new radio reporting service to meet what it calls "the urgent need for complete and coordinated information on radio law, rules, standards and determinations." Brochures de- scribing the service have been mailed to all members of the assn., leading consulting engi- neers and the major networks, and a second mailing is scheduled shortly for station executives and other members of the radio indus- try.

One volume will be published each year at a cost of $120 a year to subscribers. Volume No. 1 will contain all rules and regulations of FCC pertaining to radio, and all standards of good engineering prac- tice. The second volume is designed to serve as a current reporter on administrative and court decisions relating to the work of FCC. The final volume will contain a digest of FCC and court decisions.

ONLY A FEW MORE COPIES AVAILABLE
GET THIS VALUABLE REPORT ON RADIO PROMOTION EffORTS

"Speaking of Radio" is a first-hand report on what advertisers and agencies think about radio promotion efforts. Printers' Ink staff investigators spent months interviewing radio prospects and customers to find out what they want to know about radio as an advertising medium. This report on their findings should be a valuable aid to all radio advertising and promotion people. Send for your copy today.

PRICE $1.00
Printers' Ink
205 East 42nd Street, New York 17, N. Y.
It takes all kinds of people ... TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

GLENN SHELLEY
Assistant to the Musical Director

Although firmly grounded in the classics, Glenn Shelley is definitely not a “long-hair” musician. With Glenn the “show’s the thing” and he takes Bach or boogie woogie in stride. Shelley is a showman by instinct and by training. At age 14 and still in knee pants, our hero was playing piano accompaniments for silent movies in the pit of Portland’s Alhambra theater. He switched to pipe organ and was soon giving concerts for theater audiences on that instrument. This background in show-business has proved invaluable during Shelley’s radio career. He has been with KGW since 1931 and has carried a great deal of the load on many a successful live-talent program. You’ve heard it said, “markets are people.” Radio stations are “people,” too, and Shelley is definitely one of the people who has helped make KGW one of the great stations of the nation.

Next Week
FRANK COFFIN
Public Relations Director

KGW
PORTLAND, OREGON
AFFILIATED WITH

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW, IMPROVED TONE ARM FOR PARA-FLUX REPRODUCERS

A unique feature for finer, smoother operation. All parts are now diecast. Embodies new Arm Stand for ease in handling.

Here's a new, improved Tone ARM, model A-16, now available to users of PARA-FLUX REPRODUCERS. It's a clean-cut, highly engineered job that embodies unique features for finer, smoother operation. All parts are now die-cast. Embodies new Arm Stand for ease in handling.

Doing one thing well . . . specialized engineering in the design and manufacture of PARA-FLUX REPRODUCERS . . . has enabled us to achieve this most efficient TONE ARM and interchangeable REPRODUCERS for affording the most realistic reproduction of transcriptions.

Our old tone arm offered many advantages as evidenced by more than 1500 now in service at AM and FM stations. Users can now exchange these old arms for the new Model A-16 Arm at a cost of only $15.00 . . . and can have the advantages of these latest refinements by returning the old arm either to us, or any jobber, listed below, and immediately obtain a new Arm, without delay.

Salt Lake City, Utah—Standard Supply Co.
San Diego, Calif.—Coast Electric Co.
San Francisco, Calif.—Son Francisco Radio Supply Co.
Scranton, Pa.—Fred P. Pursell Co.
Towako, Kansas—Koerner Radio New Co.
Tuckahoe, N. Y.—Electroincircuit.
Tokyo, Okl.—Radio, Inc.
Washington, D.C.—United States Recording Co.

Bulletin PR2, upon request

RADIOS—MUSIC C.0.

NEW, IMPROVED TONE ARM FOR PARA-FLUX REPRODUCERS

Universal Reproducer

Lateral Only Reproducer

Vertical Only Reproducer

Radio personnel changes are announced.
Highlights of Public Service Radio Discussed at U. of Wisconsin Forum

PUBLIC SERVICE RADIO was broadly discussed fortnight ago during Wisconsin U.'s seminar on the controversial topic at Madison.

Arthur L. Phelps of the International Service, Canadian Broadcasting Corp., opened the conference with "What Is Public Service Radio?" Mitchell Grayson, director of One World or None for WMCA New York, headed an Institute project on "Radio Tackles a Public Problem" and presented an illustrated talk on production techniques.

Mr. Phelps developed his theme that radio can work towards a new

NEW WABD RATE CARD MAILED; PRICES ARE UP

NEW RATE CARD listing substantial increases has been mailed to agencies and potential sponsors by WABD New York, key station of the DuMont television network, with a letter from John McNeil, WABD president, announcing that the new rates signal the graduation of WABD video from the experimental to the commercial class.

Rates are divided into three time classes: Class A, 7-11 p.m.; Class B, 6-7 p.m.; Class C, 12 noon-6 p.m. Effective Sept. 1, 60 minutes in Class A on WABD will cost $800; 30 minutes, $480; 20 minutes, $360; 15 minutes, $320; 10 minutes, $240; five minutes, $160; one minute or a station break, $80. Prices for the remaining two time classes of the same length are as follows: Class B—$650, $390, $292, $260, $195, $130 and $65; Class C—$500, $300, $225, $200, $150, $100 and $50.

A reduction of 20% will be allowed when film only is used on periods of five minutes or more. Commissions of 15% on time and rehearsal charges will be allowed by WABD to recognized advertising agencies. Studio show rehearsal rates are $75 for first hour, $37.50 for each succeeding half hour or any portion thereof. For film show rehearsals a studio will be provided at 10% of daytime time charge.

international culture, "the only one possible for world self-preservation," or it can be "another manifestation of the vulgarity of a gadget-mad civilization."

Mr. Grayson outlined some of the difficulties of producing "satisfying shows." The talent and genius, he claimed, are available but a "yes" or "no" from the executives of commercial radio determines what listeners shall hear.

In addition to this seminar which was broadcast on Public Service Radio July 28, the Institute conducted discussions on subjects ranging from international broadcasting to folklore as program sources.

In another discussion Mr. Phelps again challenged his audience and the networks with the charge that American radio is so preoccupied with other matters that it isn't time to go into non-paying international broadcasts.

SAUCED SINGTIME

Teen Age Music Program

Features Church Groups

"Guest Disc Jockey" Rev. Harry H. MacArthur, pastor of the Eagle Rock Baptist Church, Los Angeles, and Mr. Williams (rear).

EARLE E. WILLIAMS is president of Sacred Records Inc. in Hollywood, but he also took the new role of "disc jockey" lately when he inaugurated Sacred Singtime over KXLA Hollywood.

Aimed primarily at the "teenage" crowds, the program engages in an audience "warmup" each Sunday at 9:30 p.m. and takes the air at 10 p.m. for one-half hour. The program features individual and musical groups from churches, recordings of well known religious music artists, and an outstanding minister as guest each week.

S-C Net $540,000

SIX MONTHS' PROFIT of $540,000 was netted by the Stromberg-Carlson Co., Rochester, Dr. Ray H. Manson, president, and Edwin C. Roworth, corporate secretary, announced in a letter to stockholders last week. Company billings for the first half of 1947 amounted to $15,688,966. Letter reported that reduction of inventories has enabled the firm to conserve sufficient cash resources to finance increased production and the completion of new facilities for WHAM and WIFM.
Here is a remote amplifier that has been designed for operation under any condition. Sturdily and compactly built, light weight, it can be easily carried. Power supply is self-contained.

**SPECIFICATIONS**

- **Frequency Response**: Uniform within ±1 dB, from 30 to 15,000 cycles.
- **Maximum Gain**: 80 db.
- **Output Noise Level**: — 60 db.
- **Distortion**: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
- **Input Impedance**: 30, 125, 250 and 500 ohms.
- **Output Impedance**: 600 ohms.
- **Power Output**: Maximum ± 10 dbm.
- **Dimensions**: 7” x 9½” x 9½”.
- **Weight**: 9 lbs.
- **Finish**: Cracked Gray.

**Equipped with Cannon Male Chassis Connectors**

**INTERNATIONAL ELECTRONICS CORPORATION**

Dept. C, 4145 Commerce St.,

DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications.
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changes in transmitting equipment and change trans. location.

Waiver Accepted
Metropolitan Broadcasting Co. of Milwaukee, Wis.—Ordered that Waiver of Hearing be accepted, and removed application from hearing calendar.

Impending File
Hildale Broadcasting Co., Inc., Hildale, Utah.—On Commission's own motion, ordered the application removed from hearing docket and placed in the pending file until a decision is announced in the matter set out in the May 9 public notice re D operation on U. 8 clear channel frequency.

Petition Denied
KVOL Lafayette, La.—Denied the petition by KVOL, requesting that its application be designated for hearing in consolidated proceeding with application of KTFB and application of KRMQ and Station 930.

Hearing Designated
KOY Phoenix, Ariz.—Designated for hearing application to license D frequency from 1 kw to 5 kw and install new trans. to be heard in consolidated proceeding with applications of KPMB and KLKB.

Petition Denied
WKAT Miami Beach, Fla.—Denied petition requesting Commission to order WKAT, Miami Beach, Fla, to show cause why its permit should not be modified to increase power to 1330 kw with either 5 kw or 1 kw power and 1 kw power to each daytime facilities on 800 kw and that the order be consolidated with the proceeding on petitioner's application.

Aug. 1 Applications . . . ACCEPTED FOR FILING

WRLD West Point, Ga.—CP to make change in station and ground and change trans. location. 58 Berry Ave. to change trans. location AMENDED to change mod. of license to change station location from and to within request to move trans. and make changes in transmitting equipment.

Modification of CP
KGO Little Rock, Ark.—Mod. of CP, which authorized change in frequency, increase in power, and installation of new antenna and change type of trans. for ant. tower and transmitting equipment.

License for CP
KSON San Diego, Calif.—License to cover CP as mod. which authorized an AM station and authority to determine operating power by direct measurement of ant. power.

License for CP
KWOL Santa Monica, Calif.—License to cover CP as mod. which authorized change in frequency, power, installation of new trans. and DA-N change in transmitting equipment.

Installation of CP
KVSC Yreka, Calif.—License to cover CP as mod. which authorized change in frequency, power, installation of new trans. and DA-N change in transmitting equipment.

Modification of CP
WLIZ Bregeper, Conn.—CP mod. which authorized new AM station for approval of ant. trans. and change in transmitting station.

License for CP
WRBL Chattanooga, Tenn.—License to cover CP as mod. which authorized change in frequency, power, installation of new trans. and DA-N change in transmitting equipment.

Petition for CP
WJJD Chicago, Ill.—License to cover CP as mod. which authorized change in frequency, power, installation of new trans. and DA-N change in transmitting equipment.

Modification of CP
WSL Preston, Md.—CP mod. which authorized new AM station for extension of commencement and completion dates for ant. tower and transmitting equipment.

Petition Denied
WJLX Bloom, Ill.—Mod. CP which authorized new standard broadcast station to change type of trans. for approval of ant. constr. installation and change station location.

License for CP
WSNJ Northeast Bridgeport, N. J.—License to cover CP as mod. which authorized installation of new vertical ant. with FM ant. mounted on top of mast and trans. approx. 715 feet, and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WBQ Charlotte, N. C.—License to cover CP as mod. which authorized installation of booster station to be operated synchronously with WBT, to change type of trans. and make changes in vertical ant. and authority to determine operating power by direct measurement of ant. power.

WSW Steubenville, Ohio.—License to cover CP as mod. which authorized installation of auxiliary trans. to be used for auxiliary purposes with power of 1 kw.

WBT Charlotte, N. C.—License to cover CP as mod. which authorized installation of booster station to be operated synchronously with WBT, to change type of trans. and make changes in vertical ant. and authority to determine operating power by direct measurement of ant. power.

License for CP
WNYC New York, N. Y.—License to cover CP which authorized installation of auxiliary trans. to be used for auxiliary purposes with power of 1 kw.

Modification of CP
ATW Clearfield, Pa.—Mod. CP as mod. which authorized new AM station for extension of completion date.

Waiver Accepted
WQAQ San Juan, P. R.—CP mod. which authorized installation of DA-DW, and change in studio location to make changes in DA-DW.

License for CP
WDEF Chattanooga, Tenn.—License to cover CP as mod. which authorized change in frequency, increase in power, installation of new trans. and DA-DW change in transmitting station, location and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KSEM Moses Lake, Wash.—Mod. CP as mod. which authorized new AM station to change trans. studio location and for extension of completion date.

Modification of CP
KSWR Adrian, Mich.—CP which authorized new AM station for approval of ant. trans. and studio locations.

FM—106.5 mc.

Wash, Radio, Inc., Wash., Ind.—CP for new FM station (Class B) to be operated on Channel 252, 106.5 mc. ERP of 15 kw. and average terrain 321 feet.

Modification of CP
KSEM Kansas City, Mo.—CP as mod. which authorized new FM station to extend completion date.

WSNJ-FM Bridgeport, N. J.—Mod. CP as mod. which authorized new FM station for extension of completion date.

KWFL-FM Tulsa, Okla.—Mod. CP as mod. which authorized new FM station for extension of completion date.

REMOTE PICKUP
William L. Lipman, Kenosha, Wis.—License for new remote pickup broadcast station to be operated on 154.41 mc. power of 15 w. on extension of CP.

APPLICATION RETURNED
License for CP
WNXW Scranton, Pa.—License to cover CP as mod. which authorized change in frequency and installation of antenna and installation of new antenna and change in transmitting equipment.

Petition for CP
WKAT Miami Beach, Fla.—Petition to cover CP as mod. which authorized change in frequency of new trans. and DA-N change in transmitting equipment.

Hearing Designated
WKAT Miami Beach, Fla.—Hearing designated for hearing application to increase D frequency from 1 kw to 5 kw and install new trans. to be heard in consolidated proceeding with applications of KPMB and KLKB.

Petition Denied
WKAT Miami Beach, Fla.—Denied petition requesting Commission to order WKAT, Miami Beach, Fla, to show cause why its permit should not be modified to increase power to 1330 kw with either 5 kw or 1 kw power and 1 kw power to each daytime facilities on 800 kw and that the order be consolidated with the proceeding on petitioner's application.

Petition for CP
WGX Knoxville, Tenn.—Petition for CP as mod. which authorized new AM station for approval of ant. constr. installation and change trans. location as on Highway U. S. 17, 1600 ft. South of James River Bridge, Isle of Wight Co., Va. and to specify studio and transmitter location, change in ant. & ground system and change trans. tower and authority to determine operating power by direct measurement of ant. power.

License for CP
WUSC Atlantic City, N. J.—License to cover CP as mod. which authorized change in frequency, installation of new trans. and DA-DW change in transmitting station, location and authority to determine operating power by direct measurement of ant. power.
JACK DEMPSEY, in Chicago to discuss advertising matters, reminisced over his days as heavyweight boxing champion. Mr. Dempsey, sports director of Adam Hat Stores Inc., which sponsored broadcast of Zale-Graziano match over NBC, had as interested listeners I. E. Shoverman (standing), vice-president in charge NBC Central Division, and Frank Moore, Adam Hat advertising manager.

Acquisition of Control

KXIE Eilenburg, Wash.—Voluntary acquisition of control of licensee corp. from E. L. Trotter, Jr., to Goodwin Chase, Jr.

Modification of CP

WJLB-FM Beckley, W. Va.—Mod. CP as mod. which authorized new FM station to change completion date. 

The Elm City B&O Corp, New Haven, Conn.—CP for new commercial television station to be operated on Channel No. 6 82-88 mc, power of Ys. 300 w peak; Aur. 300 w and hours of operation unlimited.

License for CP

Heart Radio, Inc., Baltimore Md.—License to cover CP which authorized construction of new experimental television station.

TENDERED FOR FILING

Assignment of License

KBPX Beaumont, Tex.—Consent to assignment of license to KBPX B&O Co.

TENDERED FOR FILING

WING Winchester, Va.—CP to change frequency from 1460 kc to 950 kc, power from 250 w to 500 w N. 1 kw D. Install new trans. and DA-N.

AM—610 kc

United Best System Van Nuys, Calif.—CP for new AM station to be operated on 610 kc, power of 550 w D.

Assignment of CP

WROD Daytona Beach, Fla.—Consent to assignment of CP to Daytona Beach B&O Corp. 

Aug. 4 Applications

ACCEPTED FOR FILING

WNO West Palm Beach, Fla.—CP to install new trans.

AM—1230 kc

Englewood Radio & Recording Co., Englewood, Colo.—CP for new AM station to be operated on 1230 kc, power of 250 w unlimit.

AM—690 kc

William J. Brennan, Jacksonville, Fla.—CP for new AM station to be operated on 690 kc, power of 5 kw D.

Modification of CP

WCOH Newnan, Ga.—Mod. CP which authorized new AM station to change type of trans. for approval of ant. and trans. location.

KWEI Webster, Idaho.—Mod. CP which authorized new AM station to change type of trans. and for approval of ant. and trans. location.

Modification of License

WTMY East St. Louis, Ill.—Mod. of license to change name of licensee from Evansville On The Air Inc., to On The Air, Inc.

Modification of CP

KSLO Oshkosh, La.—Mod. CP which authorized new AM station to change type of trans. and for approval of ant. and trans. location. AMENDED to change name of applicant from KOLA Bestie Co., a co-partnership, to KSLO B&O Co., a partnership.

AM—680 kc

WBDC Escanaba, Mich.—CP to change frequency from 1460 to 680 kc, increase power from 250 w to 1 kw, install new trans. and DA-N, and change trans. location.

Modification of CP

WKBZ Muskegon, Mich.—Mod. CP which authorized change in frequency. AMEND to change in power installation of DA-DN installation of new trans. and change in trans. location, to make changes in DA, and install FM ant. on AM tower. 

AM—1400 kc

WRLR Liberty, Minn.—CP to make changes in transmitting equipment.

Assignment of License

KERO Bakersfield, Calif.—Voluntary

Assignment of license to Paul T. Bartlett.

AM—1390 kc

KROP Brawley, Calif.—CP to install new trans.

License for CP

WSGR Area of Atlanta, Ga.—License to cover CP which authorized construction of new remote pickup station.

WSGS Area of Atlanta, Ga.—Same.

Modification of CP

WATL Atlanta, Ga.—Mod. CP which authorized change in frequency. AMEND to change trans. and DA-N and change in trans. location for extension of commencement and completion dates.

WPGA Rome, Ga.—Mod. CP which authorized change in frequency. AMEND to increase in power, installation of new trans. and DA-N and change in trans. location to change type of trans and make changes in DA.

AM—1490 kc

WYLD West Point, Ga.—CP to make changes in trans. equipment.

AM—970 kc

KFRD Alexandria, La.—CP for change frequency from 1460 to 1400 kc AMEND to change frequency from 1460 to 970 kc, power from 250 w to 1 kw, install DA-N, change type of trans and change trans. location.

AM—1250 kc

Donald W. Howie, Ware, Mass.—CP for new AM station to be operated on 1400 kc power of 250 w D. AMEND to change frequency from 1460 to 1250 kc, change power from 250 w to 500 w, change type trans. and for approval of ant. and trans. location from ware, Ware, Mass.

Modification of License

WBKX Detroit, Mich.—Mod. of license to change name of licensee from James F. Hopkins, Incorp. to Detroit B&O Co.

Assignment of License

WKBW Buffalo, N. Y.—Voluntary assignment of license to Bestie Foundation, Inc.

AM—1350 kc

Mid-Island Radio, Inc., Patchogue, N. Y.—CP for new AM station to be operated on 1580 kc power of 250 w.

AM—1240 kc

Beaufort B&O Co., Washington, N. (Continued on page 73)
Advisory Committee
TO EFFECT a more accurate characterization of advertising and radio business, Hollywood Ad Club has created a motion picture advisory committee to sit in with film studios when necessary. With Mal Boyd, movie promotion consultant, as chairman, membership includes Robert Coleson, assistant to NAB president in charge of 11 western states; Bob Rains, Universal-International radio publicity head; Marty Lewis, radio publicity director of Paramount Picture Corp.; Mal Sibley, public relations director of Bank of America; Maurice Binder, Columbia Pictures Adv. advertising department; Ed Cashman, manager of Kudner Agency Inc., Hollywood office.

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LLOYD R. AMOO
CONSULTING RADIO ENGINEER
121 EIGHTH ST., S.E.
PHONE 845-W
JAMESTOWN, NORTH DAKOTA

23 Skidoo!
TWO SCORE and five years ago—
when there were no such things as WGY Schenectady and KTHS Hot Springs, Ark.—our forefathers brought upon this earth these racy 1902 models. Now, 45 years later, the automobiles visited the stations as part of their respective cross-country trips. Above, William Worth of Pittsburgh, Va., demonstrates his Oldsmobile to WGY Manager Emerson G. Markham, who holds the car's mouth-operated horn in the approved Pettrillo manner. Below, J. J. Ruth of York, Pa., is interviewed on tape recorder by KTHS when he drove his Sears Roebuck-purchased speedster through Hot Springs.

MILESTONES
PARIS & PEART, New York, this month is celebrating its 20th anniversary in the advertising agency field. Almost immediately after its founding, the agency established a test kitchen for its food accounts and as a result, merchandising through recipes and tested kitchen tips has become a basic part of the firm's food advertising technique ... Approaching its 15th anniversary next month, the Sales Executive Club of New York will celebrate with a special luncheon to be held at the Hotel Roosevelt, New York, Sept. 7. Aug. 1 was the first anniversary of WARD Johnstown, Pa., and the station observed the occasion by distributing post cards which told in biblical language the story of the birth of a Giant—and the Giant's name was WARD, and his voice was radio. . . . Another first birthday will be celebrated Aug. 19 by Hilt Hunt, CBS Chicago-originated show sponsored by Armour & Co. Starting a year ago with three stations that show now has expanded to 72 network outlets.

CHOV Pembroke, Ont., which will mark its 6th anniversary on the air Aug. 25, plans to air special programs for every day of the anniversary week and to award birthday gifts to listeners every hour of the day for the entire week . . . Seven years of continuous sponsorship were completed by Philip Morris & Co. with the Aug. 3 broadcast of Crime Doctor on CBS . . . Bill Thomas, newsmen of Main Street Editor on KDKA Pittsburgh, began his sixth year with the station this month by vacationing in Ontario, Canada.

Two staff members of WDRC Hartford, Conn., mark anniversaries this month with Eleanor Nickerson, secretary to Franklin D. Ouellette, WDRC president, observing her 11th anniversary with the station, and Announcer Russ Naughton celebrating his fifth year at WDRC. A recently recorded music show Valley Forge Caravan this month started its sixth year on KYW Philadelphia. Announcer Don Bennett has been m.c. of the show since its inception and he and Adam Scheidt Brewing Co. of Philadelphia, sponsor, are very proud of the seven awards that the program has received from governmental agencies for selling war bonds.

ABC daytime serial Jack Armstrong celebrated its 15th radio anniversary July 31. Show is sponsored by General Mills for Wheaties and is produced by Jewell Radio Productions, Chicago . . . M. Leonard Matt July 24 observed his 13th anniversary as a newscaster for WDAS Philadelphia. In that time he has made 5,606 broadcasts, missing only 10 scheduled appearances. . . . Completion of four consecutive years of broadcasting was marked last month by Mother Goose Program on WGR Buffalo.

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- **RUSSELL P. MAY**
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**A. R. BITTER**
- CONSULTING RADIO ENGINEER
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Faith

SUBLIME FAITH in the belief that FM is here to stay has been demonstrated by CFOS Owners, Inc. The station is building an FM outlet, although as yet there is only one FM receiver in the area—and that is at CFOS.

WTIC Accepts Gold Medal For Fire Prevention Work

WTIC Hartford, Conn., on Aug. 6 received the National Board of Fire Underwriters' Gold Medal Award for "outstanding public service in fire prevention by an American radio station" [Broadcasting, July 21].

Jesse W. Randall, president of the Travelers Broadcasting Service Corp., owners of WTIC, accepted the medal for the station from Peter J. Berry, of New Haven, secretary of the National Board, at a luncheon at the Hartford Club. WTIC was awarded the medal for its "consistent year-around effort to encourage better fire prevention and protection, and for the skillful planning, ingenuity and breadth of its programming;" during 1946, according to the jury of experts which made the selection.

WXYZ GROUP TO DECIDE BETWEEN NABET, IBEW SECRET BALLOT election to determine whether the National Assn. of Broadcast Engineers and Technicians or the International Brotherhood of Electrical Workers shall represent all technical employees of WXYZ Detroit (except the chief engineer and other supervisory employees) has been ordered by the National Labor Relations Board.

The order, issued July 31 and directing that the election be held within 30 days, has been served on King Trendle Broadcasting Corp., which owns and operates WXYZ, and ABC, which owns all of King Trendle's corporate stock.

NABET seeks a unit of all technical employees of WXYZ and asks that they be included in a contract unit of technical employees of all ABC-owned and operated stations. King Trendle, ABC and IBEW contend that the unit should be limited to WXYZ employees.

Since 1941 IBEW and King Trendle have negotiated several contracts limited to technical employees of WXYZ. NABET and ABC entered into a contract May 7, 1947, covering technical employees of all stations owned and operated by ABC, but this contract did not cover WXYZ. However, NABET advised ABC that it did not waive its right to ask that WXYZ's technical employees be included in the overall ABC unit at some future time.

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WXYZ GROUP TO DECIDE BETWEEN NABET, IBEW SECRET BALLOT election to determine whether the National Assn. of Broadcast Engineers and Technicians or the International Brotherhood of Electrical Workers shall represent all technical employees of WXYZ Detroit (except the chief engineer and other supervisory employees) has been ordered by the National Labor Relations Board.

The order, issued July 31 and directing that the election be held within 30 days, has been served on King Trendle Broadcasting Corp., which owns and operates WXYZ, and ABC, which owns all of King Trendle's corporate stock.

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Announced only a few months ago the MO2639 Modulation Monitor is already in use in over 100 broadcast stations, and more are being shipped every day.

And you get more when you buy the MO2639 — a fine modulation monitor, fully approved by the FCC, plus a complete monitoring circuit that will provide ample speaker volume. Production is high, — orders are now filled promptly — in weeks, not months.

Ask for information. It will be sent promptly.
**Baltimore's Listening Habit**

**Mutual Broadcasting System**

**FREE & PETERS, INC.**

**TODAY in Western Music**

**Arm-Chair Producers**

**LISTENERS are being given a chance to have their names, art work, and thoughts about a musical show entered in the running for a prize in the " librarians can be expected to talk about their respective organizations and their goals and achievements.**

**Youths' Problems**

**PROGRAM** titled "Young America Meets America" over WAYS, Charlotte, N. C., is designed to bring to people of Charlotte exactly what their children are thinking, doing, and desiring in the do. Children from other parts of the country also participate. The program is heard at 9:15 p.m. EDT, on WAYS, Charlotte, N. C.

**Congressional Problems Continued**

**ALTHOUGH Congress is now on vacation and broadcasts to Capitol visitors discontinued, the new program continues by presenting the viewpoints of its members.**

**Derby Alired From Blimp**

**SEVENTH SOAP BOX Derby at Schenectady, N. Y., Aug. 2 was broadcast over WBCA (FM) that city, from a 425-fot.-ex. "blimp." Equipped with television equipment, Bill Van Steenberg, WBCA sports announcer, broad- cast from a high blimp tower as it appeared from the blimp hovering dozens of feet above the track. He used the craft's transmitter, which has a special frequency for special events broadcasts. WBCA engineers received the broadcasts from D.C. and communications receiver and retransmitted the program to WBCA's broadcast office in Steenberg had to stay in the air for several hours to do his 30-minute show, as the blimp tower is the only one available. The blimp is owned by Times Air Association. Oil is used as fuel for the blimp and the blimp's capacity is limited. Derby also was covered by WSBY.**

**City Government Discus ions**

**City Government Discussion**

**WNN—Asheville**

**Mayo Hospital**

**Now! 5000 Watts Day and Night**

**Government Radio**

**Western North Carolina!**

Serves ALL of Western North Carolina BEST

Represented by HEADLEY-REED COMPANY

**BROADCASTING**

**Excess Insurance Covering LIBEL and SLANDER**

**We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your insurance needs fulfilled.**

**EMPLOYERS INSURANCE CORPORATION**

**INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI**

**To advertise community and its services for benefit of smaller surrounding towns. Plymouth (N. C.) Merchants Assn. has begun a series of programs over WHRP Washington, N. C. Thirty Plymouth merchants are participating in the shows and plans are being made to include others who have expressed desire to "come in." They are now sponsoring "Tunes, Time, and Talking Time" Mon-Sat. 7:15 a.m.; "Mail on the Street" (from Plymouth) Mon-Sat. 11:30 a.m. and "Plymouth Church Guide" Sun. 9:15 a.m. WHRP mailed 4,000 pieces to listeners in Plymouth area calling attention to all programs, and station staff is sponsored are well pleased and plan to begin other programs in near future.

**SPECIAL documentary program forecasting condition of America after the next decade will be presented by ABC on Sept. 8, after 9:10 p.m. titled "1960: ?? Today's Children to Meet Tomorrow's World." The show will star Walt Disney popular characters, Donald Duck and Jim Loy Crick. During program, will dance across America a puppet figure for this nation's human and material assets. Show, which will consist of music, drama and fantasy, is based on recently published "Twentieth Century Fund Survey, 'America's Needs and Resources,'" product of four years of research by 20 leading economists, scientists and publicists. Script will be written by Lou Beanam, and directed by Charles Harrell of the ABC staff.

**LISTENERS are invited to submit their names for ballots of melodies presented on "Music for Mutuals" program heard on WOL, Washington, Mon.-Fri. 11 a.m. Each program, organized, takes letters from listener's program to support his favorite selection, the musical scale and from those he builds a selection of melodies for Mutuals to air. This week's four selections were: "Zephyr's Song," by Lou Blumstein, WOL, morning man, fills in with wit and humor to give listeners a balanced fast moving pace. All listeners whose names are included in the four selections are given a chance to pick one favorite selection. The names of artists featured. Weekly prizes and a grand prize are awarded listeners at 6:30 p.m.

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**City Government Discussion**

**City Government Discussion**

**BROADCASTING**

**Excess Insurance Covering LIBEL and SLANDER**

**We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your insurance needs fulfilled.**

**EMPLOYERS INSURANCE CORPORATION**

**INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI**
Three New Staff Members Are Announced by WORD

ADDITIONS to the staff of WORD Spartanburg, S. C., were announced last week, following the change of ownership of the station to the Spartan Radiocasting Co., headed by Walter J. Brown, former vice president and general manager of WSPA Spartanburg [BROADCASTING, Aug. 4].

Most of the staff will be retained, according to Mr. Brown. Newly-acquired WORD staff members include: Sterling Wright, ex-program director of WSPA, director of programs and promotion; Clyde Burdette, acting chief engineer; Mrs. Frances Phillips, formerly with WSPA, bookkeeper. John Carrington, former WORD manager, continues with the station in commercial department. J. W. Kirkpatrick was previously announced as station manager of WORD.

KOLN Makes Debut

KOLN Lincoln, Neb., makes its debut today (Aug. 1). Station is a 250-w fulltime operation on 1400 kc and is the Mutual outlet in Lincoln. Hugh Bader, formerly of KBON Omaha, will manage KOLN. The new station is a member of the Inland Broadcasting Co., comprised of KORN Fremont, KOLN, KBON and KBON-FM. KOLN has studios in the New Federal Securities Bldg., Lincoln.

"He wants to be announcer on WDFD Flint."

KSTP PLANS TO BUILD MODERN RADIO CENTER

NEW HOME of KSTP Minneapolis-St. Paul will be literally in Minneapolis and St. Paul, according to Stanley E. Hubbard, owner and general manager, who announced the property purchase Aug. 2. The site straddles the dividing line between the Twin Cities. Purchase price of the property is reported to be in six figures.

In addition to facilities for AM, FM and television activities, the large group of buildings will house a $6,000,000 retail center to be called Radio Center. KSTP building, the cost of which will exceed $500,000, will be started as soon as possible, Mr. Hubbard said. There will be a 655-foot television and FM antenna atop the rear of the building.

The station building will be a three-story reinforced concrete structure, the exterior of Cold Spring granite and face brick and Kasota or Mankato stone. The windowless stair tower will be of glass and metal. Studios will be of ultra-modern acoustical design. Unusual feature of building is plan for use of excess heat generated by transmitting equipment to aid in heating the structure.

V. A. Nolte Goes to WHIZ; Saunders Succeeds Him

VERNON A. NOLTE, former promotion manager and FM operations manager of WMBD Peoria, has been named managing director of WHIZ Zanesville, Ohio, effective Aug. 15. Succeeding him is Kent Saunders, who has been continuity director of the station. Mr. Nolte entered radio in 1938 at WTIV East St. Louis, Ill., writing and announcing. He joined WMBD the following year.

Charles C. Caley, WMBD executive vice president, announcing Mr. Nolte's move, said, "He goes to this position through our cooperation and with every good wish."
AND HERE'S WHY!

THERE'S MORE “SETS IN USE”

An Average of 45% More Than National Average

Youngstown Ratings of Network Shows
Average 100% Higher

A Greater Audience at Lower Cost

Ask HEADLEY-REED

FCC Actions
(Continued from page 73)

A priority assignment of CP to Dayton West Broadcasting Corp.

WPS-FM White Plains, N. Y. —Same to 10-14-47.


KTUL-FM Tulsa, Okla. —Same to 1-29-48.


WXTM-FM Wilson, N. C. —Same to 9-21-48.

KSHI Pecatello, Idaho —Granted mod. of CP for extension of completion date to 8-31-47.

KSD Des Moines, Iowa.—Granted mod. of CP for extension of completion date to 11-1-47.

WJAG Norfolk, Neb.—Granted mod. of CP for extension of completion date to 11-1-47.

WIZL Walterboro, S. C. —Granted mod. of CP to change type of trans. from AM to FM.

KARL Pontiac, Mich. —Granted mod. of CP to change corporate name to CARL.

KLAS Las Vegas, Nev. —Granted mod. of CP for extension of commencement and completion dates to 9-28-47 and 2-14-48.

KXID Muskogee, Okl. —Granted license for new remote pickup station.

WBLY Bowling Green, Ky. —Granted mod. of CP to install new vertical ant. and mount FM ant. on AM tower.

KVMJ Mobile, Ala. —Same to 11-14-48.

WFBI Columbus, Ohio.—Granted mod. of CP for extension of commencement and completion dates to 9-28-47 and 2-14-48.

KILP lobbyist, Ltd. —Same to 11-14-48.

WJRC Toledo, Ohio.—Granted extension of location and studio location to 8-20-47.

KOAC Carson City, Nev. —Granted mod. of CP for extension of commencement and completion dates to 8-25-47 and 2-14-48.

KHEA Los Angeles, Calif. — Granted extension of completion date to 11-14-48.

WLBC-FM Nr. Muncie, Ind. —Granted mod. of CP for extension of completion date to 10-22-47.

KFJZ Ft. Worth, Texas.—Granted mod. of CP for extension of completion date to 11-26-47.

WGK Fort Wayne, Ind. —Granted mod. of CP for extension of completion date to 8-20-47.

KJWZ Jamestown, N. Y. —Granted mod. of CP for approval of ant. and trans. in Jamestown.


WTVT Providence, R. I. —Same to 3-16-48.

WPFA Philadelphia, Pa. —Granted mod. of CP for extension of completion date to 12-24-47.

MTW Cleveland, Ohio —Granted mod. of CP for further extension of completion date to 12-24-48.

KTTV Los Angeles, Calif. —Granted mod. of CP for extension of completion date to 2-20-48.

WEZ Cincinnati, Ohio —Granted mod. of CP for extension of completion date to 11-9-48.

WJSR Newark, N. J. —Granted mod. of CP for extension of completion date to 11-26-48.

WJMA Quitman, Ga. —Same to 10-14-47.

WKL-FM Tulsa, Okla. —Same to 10-17-47.

WKBK Arcadia, Fla. —Granted mod. of CP for extension of commencement and completion dates to 7-27-47 and 1-27-48 respectively.

WXXY Milwaukee, Wis. —Granted mod. of CP for further extension of completion date to 2-20-48.

WICH Hollywood, Calif. —Granted mod. of CP for further extension of completion date.

WKKW-FM Wheeling, W. Va. —Granted mod. of CP for extension of completion date to 8-27-47.

WNBW New Britain, Conn. —Same to 10-15-47.

WDME Ne. Adams, Mass. —Same to 11-13-47.

WXIL Kankakee, Ill. —Same to 9-20-47.


WKMNO-FM Kokomo, Ind. —Same to 11-12-47.

KSEO-FM Nr. Durant, Okl. —Same to 10-27-47.

WMIX-FM Vernon, Ill. —Same to 9-27-47.

WTNY Troy, N. Y. —Same to 11-18-47.

KPH-FM Wichita, Kans. —Same to 2-4-48.

WSBA-FM Nr. York, Pa. —Same to 11-3-47.

WCTS Cincinnati, Ohio—Same to 11-15-47.

WSJN San Juan, P. R. —Same to 11-21-47.

WCOL-FM Columbus, Ohio—Same to 11-12-47.

WZQZ-FM Reading, Pa. —Same to 10-29-47.

WHLV Cleveland, Ohio.—Granted mod. of CP for further extension of completion date to 10-29-47.

WHRW Area of Cleveland, Ohio—Granted mod. of CP for extension of completion date to 10-29-47.

WHXR Area of Cleveland, Ohio.—Granted mod. of CP for further extension of completion date to 10-29-47.

WJQJ Valley Broadcasting, Co. of Bar- stow, Calif. —Granted CP for new remote pickup station.

WGCW Lancaster, Mass. —Granted mod. of CP for change of type of trans. and makes changes in vertical ant.

WGN-KTJ Richmond, Va. —Granted mod. of CP for extension of completion date to 12-31-48.

WBSM St. Albans, Vt. —Same to 8-17-48.

KXBA Lufkin, Tex. —Same to 11-7-47.

KAKE Wichita, Kans. —Granted mod. of CP to change type of trans., make changes in vertical ant., change trans. location and studio location "to be determined."

KVRN Vancouver, Wash. —Granted mod. of CP for extension of completion date to 9-9-47.

August 6 Applications

ACCEPTED FOR FILING

AM—1350 kW Partnership of Coast Broadcasting Co., Fort Bragg, Calif.—CP for new AM station to be operated on 1350 kW power of 250 w unil.

Assignment of CP

KRUZ Santa Cruz, Calif.—Mod. CP which authorized new AM station to make changes in trans. and DA and change trans. location.

License for CP

WHBM Chicago, Ill.—License to cover CP, as mod. which authorized installation of new Vertical ant., and authori—
LIKE THE OLD TRICK done with mirrors, this is a picture of lecturers at Denver U.'s Radio Clinic showing students how to set up a publicity shot for trade papers. Lee Fondren (1), KLZ promotion manager, shows how it's done, and backing him up are (1 to r) Fred Mueller, KLZ commercial manager; Sheldon Peterson, KLZ news editor; J. Allen Brown, Assistant Director of Broadcast Advertising, NAB; Russell Porter, coordinator of radio at the university and conductor of the clinic.

ity to determine operating power by direct measurement of ant. power.

Modification of CP

WCSI Columbus, Ind.—Mod. CP which authorized new FM station to change studio location and make changes in ant. system.

Transfer of Control

WISH Indianapolis, Ind.—Votary transfer of control of licensee corp. from C. Bruce McConnell, Bart H. Schmidt, Frank McDonnell, John E. Meekick and Edward W. Harris to Universal Bestg. Co. Inc.

License for CP

KVFR Albuquerque, N. M.—License to cover CP, as mod. which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

License for CP

WOCO Meridian, Miss.—License to cover CP, as mod. which authorized increase in power. Installation of new trans. and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

WCOL-FM Cagersville, Ga.—Involuntary assignment of CP to Lloyd A. Pixley, Martha P. Pixley and Grace M. Pixley, partners d/b/a The Pixleys.

AM—1570 kc

Pottery Bestg. Co. E. Liverpool, Ohio—CP for new AM station to be operated on 1570 kc power of 1 kw D.

Assignment of License

KRCU McAlester, Okla.—Consent to assignment of license to J. Stanley O'Neill.

Modification of CP

WABJ Adrian, Mich.—Mod. CP to change frequency from 1500 kc to 1400 kc; hours of operation from D to untl. using power of 250 w. Contingent on WJJK changing to 1500 kc.

August 7 Decisions...

By A Board

AM—1520 kc

Albert P. Feat, Garden City, Kan.—Granted CP for new station to operate on 1500 kc 1 kw D.

AM—1520 kc

WJSW Altoona, Pa.—Granted CP to increase power from 250 w to 1 kw 12, 200 w; hours of operation from D to untl. DA-N; change frequency from 630 to 1250 kc, change studio location and install DA-N; engineering cond.

Action Denied

Englewood Bestg. Co., Englewood, Colo.—Denied request that action taken by the Commission on July 17 in granting application for new station at Englewood, to operate with 1 kw D on 1250 kc, be deleted without prejudice to an applicant filing an application specifying another frequency in Denver, Col. At the same time the Commission dis- missed as moot petitions filed by Frontier Bestg. Co. objecting to Englewood grant.

Petition Granted

Interlake Bestg. Corp., Benton, Wash.—Adopted order granting petition to remove from hearing docket and grant its application. Same was granted for new station to operate on 1220 kc 150 w D; engineering cond.

Assignment of License

WLHN Lomacqua, N. Y.—Granted voluntary assignment of license of WLHN from Northern Bestg. Co. to Northern Bestg. Corp. for consideration of $45,000.


Petition Denied

KSOJ San Jose, Calif.—Denied petition requesting reconsideration of the Commission’s action of June 30, denying their application for special service authorization.

Adopted Memorandum

Chronicle Pub. Co. Inc., Marion, Ind.—Adopted memorandum of opposition and order denying petition for rehearing and for other relief, directing Commission action of Sept. 18, denying after hearing, petitioning application for new station.

Hearing Designated

Punata County Bestg. Co., Benham, Ky.—Designated for hearing application for new station to operate on 1420 kc D and ordered that WJMW, Greenville, Tex., be made a party to the proceeding.

Lamar A. Newcomb, Falls Church, va.—Designated for hearing application for new station to operate on 1220 kc 250 w D.

George M. Hughes, Florence, S. C.—Designated for hearing application for new station to operate on 740 kc 1 kw D and ordered that WMIL, Morehead City, N. C. and WPAQ Mt. Airy, N. C., be made parties to the proceeding.

AM—1390 kc

WMBV Birmingham, Ala.—Granted request for cancellation of conditional grant, and mod. which authorized new station on 740 kc 1 kw D.

Adopted Memorandum

WGBK Buffalo, N. Y.—Adopted memorandum of opposition authorizing publication of notice from publication as required by Rule 1.291 D. of the application for assignment of license of WGBK.

ACTION IN DOCKET CASES

Proceedings directed toward grant of the application of Sunland Bestg. Co. for new station at El Paso, Tex. to operate on 1360 kc 250 w untl.; conditions, and denial of the voluntary exclusive applications of Seemann and Wolfin. Del Norte Bestg. Co., a subsidiary of Timberwolf Bestg. Co. Inc. Commis- sioners denied the petition of commissioners Denny and Jettie of the 730 kc 1 kw D.

FM GRANTS

Commission authorized conditional grants for 10 Class B stations and 11 other station construction permits, as follows: applications as of last week, were authorized for 10 stations; construction permits in lieu of previous conditions were issued to 15 stations. For list see story on page 76.

FARMERS

Prefer WIBW because we've served their interests for 20 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka
21 FM Conditional Grants; Final CPs Authorized to 10

CONDITIONAL GRANTS for 21 new FM stations and construction permits for 10 others were issued by an FCC Board last Thursday. The Commission also authorized construction permits, "in lieu of previous conditions," for 15 other FM outlets. It meanwhile assigned 100.5 mc (Channel 263) to WMUS- FM, Muskegon, Mich., in place of the station's previous assignment, after changing the Muskegon allocation plan by substituting Channel 253 for No. 297.

Ten of the conditional grants were for Class B stations and 11 were for Class A. One of the Class B's, issued to KTEM Temple, Tex., was in lieu of a Class A grant authorized in November 1945. Six of the Class B grantees and three of those for Class A stations are AM licensees or permittees. Conditional grants for Class B stations:


Woodward Broadcasting Co., Detroit—FM applicant, head and controlled (81%) by Max Citron, department store owner.

Wurzbach Broadcasters (WMRM), Des Moines.

Laredo Broadcasting Co. (KPAB), Laredo, Tex.

Commonwealth Broadcasting Co. (VWLO), Norfolk, Va.

Western Maryland Broadcasting Corp. (AM grantee), Norfolk, Va.


Bell Broadcasting Co. (KTEM), Temple, Tex. (in lieu of previous Class A grant).

Denny Park Lutheran Church, Seattle, Wash.

Class A Grants were as follows, showing proposed channel assignments in parentheses:


Union Broadcasting Co., Elizabeth, N. J. (No. 240)—AM applicant, headed by Jack D. Presby, owner. Other stockholders include Thomas T. Mower, manufacturer, 17.5%; Jack Steinhardt, former production manager of WVOA Valdosta, Ga., 15.5%; Seymour Steinhardt, Elmhurst, Ill., 15.5%; R. G. Lovett, radio engineer and stockholder, 15.5%; Mower, Broadcast Co. (KJIP), Mower, N. Y. (No. 264)...

Newark Broadcasting Corp. (WNJN), Newark, N. J. (No. 224).

The five GIs have 57% of the stock. Studios are in the Masonic Temple, Elizabeth, designed by C. R. Jacobs, CBS director of construction. A 362-ft. Lehigh antenna in back of the building is the highest landmark in the area. At present it features a 150-watt signal, capable of 250-w General Electric transmitter. When the present two bays are augmented by another six, the signal is expected to reach the authorized 1 kw.

Allentown is a musical city, with a large number of colleges in the nearby area, and WMZM has access to a large reservoir of talent. Present is it on the air 14 hours a day and expects to stay on even longer in the near future. Live talent and local programming will be featured, though the station is a member of the Continental Network. The network fed a special program for the WMZM inauguration, which was dedicated to Edwin H. Armstrong, inventor of FM. Bill Bailey, executive director of FM Assn., took part in the inaugural.

All talent at the opening performed free except the local band and a string quartet, both groups belonging to APM.

That very highly Hooper-rated Sales - Results Premeditated A B C Affiliated Station in Des Moines "THE STATION WITH THE PERSONALITIES"

Feature

(Continued from page 10)

countless obstacles in their long struggle to start a business of their own. Instart of the idea was Robert F. Fink, who is president of the operating company and manager of the station. The other four are Earl J. Koh, his brother-in-law, and vice presidents (Mr. Fink is musical director), and Jackson H. Fredricks, secretary, and John C. Pratt, treasurer, who comprise the commercial department.

The commercial department is doing well for a neophyte business. Five sponsors had been signed by opening day, and the list has now quadrupled. Starting Sept. 29 General Foods will sponsor a five- weekly half-hour news roundup, Report to the People, said to be the first FM contract of the sort placed by Young & Rubicam.

The five GIs have 57% of the stock. Studios are in the Masonic Temple, Elizabeth, designed by C. R. Jacobs, CBS director of construction. A 362-ft. Lehigh antenna in back of the building is the highest landmark in the area. At present it features a 150-watt signal, capable of 250-w General Electric transmitter. When the present two bays are augmented by another six, the signal is expected to reach the authorized 1 kw.

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Feature

(Continued from page 10)
Transfer of KFMO CP Is Before FCC
Commission Also Asked to Give Approval to Sale of WISH

ASSIGNMENT of construction permit for KFMO Flat River, Mo. (1240 kc, 250 w), from Oscar C. Hirsch individually to a new firm owned by himself and his wife was requested in an application filed with FCC last week.

The new company is Lead Belt Broadcasting Co. Mr. Hirsch, president, owns 86.66%. Geraldine F. Hirsch is secretary and has 12.66%. The remaining interest, less than 1%, is held by Dave E. Hoche, vice president. Mr. Hirsch is also licensee of KFVS Cape Girardeau, Mo., and WKRO Cairo, Ill. KFMO is now conducting program tests.

FCC meanwhile reported submission of an application for approval of sale of WISH Indianapolis (1050, 8 kw day, 1 kw night) by C. Bruce McConnell and associates to Universal Broadcasting Co., headed by Frank H. McKinney [BROADCASTING, June 16]. Sale price is $554,000 but the contract provides that cash on hand, accounts receivable, etc., must exceed accounts payable by at least $56,000 at time of closing.

Mr. McKinney has about 35% interest in Universal. His associates include ABC Vice President Robert H. Hinkley (20%) and Frank H. McHale (10%), with whom he is associated in another Indiana broadcast operations, and a group of Indianapolis business and professional men. WISH is principally owned by J. McCollum (46.84%) and Earl H. Schmidt (37.7%).

FCC also reported an application for involuntary assignment of license of WCOL Columbus to show transfer of the 25% interest of the late Milton A. Pixley to Grace M. Pixley. Milton Pixley died July 1. With the transfer, ownership of WCOL and WCOL-AM will be Lloyd A. Pixley 45%; Martha P. Pixley 15%, and Grace Pixley 40%.

ROBERT MONTGOMERY, film actor, will serve as narrator on CBS "We Went Back" documentary to be presented 10-11 p.m. Thursday, Aug. 14, second anniversary of V-J Day.

RADIO WASHINGTON gets work started on the site for new 15-kw transmitter of WASH (FM) Washington. WASH is now on the air with 650 w. Everett L. Dillard, consulting radio engineer, licensee of WASH and KOZY (FM) Kansas City, and originator of the new Continental FM Network of 21 stations, is at right. Lending further prestige to groundbreaking ceremonies Aug. 4 were (1 to r): Larry Carl, WASH program director; Oscar Chapman, of Diegert & Yeke, architects; John A. Reilly (shovel in hand), president of Washington Board of Trade, and W. Frank Gatewood, president of Washington Ad Club.

Two Station Grants Deleted:
Garden City, Renton Get CPs

GRANTS for two new AM daytime stations—and deletion of two previous grants—were authorized by an FCC Board last Thursday.

The grants went to Albert P. Pyatt, general manager of KJUL Garden City, Kans., for a new Garden City station on 1050 kc with 1 kw, day only; and Interlake Broadcasting Corp., headed by Robert S. McCaw, formerly of KEVR Seattle and more recently with KRSC there, for daytime use of 1220 kc 250 w at Renton, Wash.

Meanwhile WJSW Altoona, Pa., one of the daytime outlets involved in the fight with clear channel stations over FCC’s daytime clear channel licensing policy, received authority to move from a clear to a regional frequency, increase power, and operate full-time.

The Altoona station, which has been assigned to WSM Nashville’s 650-kc clear channel, was authorized to switch to 1290 kc and boost its power from 250 w, daytime only, to 1 kw day and 50 kw night, directionalized at night.

The Commission granted the request of Alf M. Landon, former Kansas Governor and 1936 GOP Presidential nominee, for deletion of his July 17 grant for a new station at Englewood, Col., without prejudice to his filing for another frequency for a new station at Denver. The Englewood grant was for 1250 kc with 1 kw, day only. FCC dismissed as moot a petition of KFBC Cheyenne opposing the Englewood operation on grounds that it would interfere with KFBC service in rural areas where little or no other service is available.

The previous grant to Magic City Broadcasting Co. for WMBY Birmingham, Ala. (720 kc, 1 kw, day) was deleted at the request of Owner Ernest E. Forbes Jr. Mr. Forbes told the Commission that he lacked equipment to complete the station, noted that several other new stations were planned in the Birmingham area, and said he felt it advisable to abandon his plans and sell his equipment to other broadcasters.

Owners of the grantee company for Renton, in addition to Mr. McCaw as president and 50% stockholder, are Miss Velva D. Fuller, educational and public service director of Romig C. Puller and Assoc. and previously with KOIN and KGW Portland, who is vice president and secretary and owns 46.2%; and Miss Cecil Pettis, Miss Fuller’s secretary, who has 3.8%.

DON STAUFFER, vice president in charge of radio for Sullivan, Stauffer, Cornell & Bayles, New York, is in Hollywood lining up talent for new NBC Whitehall Pharmaceutical Co. program starting in early October.

Efficient merchandising service plus complete town-farm coverage make KGLO a "must" on your radio time list.

A Lee Station

SELL EASTERN NORTH CAROLINA
WRWF - WRZ
5000 WATTS, 930 KC
1000 WATTS, 880 KC
Winston, N. C.

Eastern North Carolina is a rich market where last year’s bright leaf tobacco crop alone sold for $245,459,006. The 135,510 radio sets in this 43-county area with 937,255 population stay tuned to WRWF and WRZ.

These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 43-county market is the primary daytime listening area of WRWF and WRZ. For speed results in the "as good as gold" market, use WRWF and WRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Ad Representatives
FORIO & CO.
New York & Chicago & Los Angeles
WORLD RADIO NETWORK IS DISCUSSED AT PARIS

Radio Experts from 12 nations met in Paris last week to discuss problems involved in establishing a proposed world-wide network to be sponsored by the United Nations.

Questions discussed included (a) whether a world-wide radio network should be established by the United Nations Educational, Scientific and Cultural Organization (UNESCO), (b) whether such a network should be operated jointly by UNESCO and the United Nations or (c) whether a UNESCO international service should be extended in cooperation with national radio organizations.

Cost of establishing the proposed network has been estimated at $250,000,000, while an additional $550,000,000 a year, if it is estimated, will be needed to operate it.

Sale of WKBW Buffalo Exempted From Bid Rule

Proposed sale of WKBW Buffalo to Broadcasting Foundation Inc. was exempt by FCC last week from the public-bidding requirements of the Arco Rule respecting station transfers. This development had been expected [Broadcasting, Aug. 4] since the consideration includes not only the $375,000 sales price but also the release of claims against the station by Churchill Tabernacle, parent firm of Broadcasting Foundation, and dismissal of pending litigation involving the two. It would have been impossible, FCC authorities noted, for competing bidders to comply with the Arco Rule by meeting the Foundation's offer "on the same terms and conditions" in this respect. Another factor was Churchill Tabernacle's former ownership of the station.

WIP Appoints Petry

WIP Philadelphia, effective Aug. 1, appointed Edward Petry & Co., New York, as national representatives. Station was formerly represented by George P. Hollingbery Co., New York.

Elaborate Dedication Program Marks KSD-TV Operation With Added Power

KSD-TV, the St. Louis Post-Dispatch television station, celebrated its new 20-kw power and 50-mile sending radius with a special dignity-filled dedication program Thursday, 8:30 p.m. Equipment is RCA throughout.

George M. Burback, KSD general manager, gave a brief address to open the program. St. Louis Mayor Aloys P. Kaufman then described the ways in which television could serve the area. Robert L. Cole, Union Electric Co. sales manager, and program chairman of the Television Exposition Committee, discussed plans for a 5-day long video exhibition beginning Nov. 19 at St. Louis' Kiel Auditorium Convention Hall.

NBC President Niles Trammell, appearing on a one-minute film prepared in New York, then congratulated the station and spoke of the significance of the new transmitter in relation to nationwide development of television. Acting FCC Chairman Paul Walker extended his greetings on a film prepared in Washington.

Future program possibilities and technical phases of the installation were discussed by Harold Grams and Robert Coe, KSD-TV program director and chief engineer respectively. During the next five minutes, Amadee, Post-Dispatch staff artist, illustrated the station's new coverage by drawing a map in black and white.

The final 10 minutes were devoted to a film made under supervision of the station's staff and showing the transmitting equipment, the 540-foot antenna tower and various departments of the station.

The new equipment is made up of two separate transmitting units, one for sound and one for sight. The two units, weighing about 10,000 pounds, "feed" into the same antenna and panel controls and are set up to be regulated simultaneously. Actually, the sight unit has 5-kw power and the sound unit 2½-kw, but by using the antenna tower the effective power of each unit becomes four times greater. Thus, the sight unit's increase to 20-kw determines the station's effective total power.

Unofficial tests before the official opening brought reports from RCA dealers of clear reception as far away as Hannibal, Mo. (87 miles).

On Aug. 6, the day before the opening, the St. Louis Post-Dispatch gave extensive coverage to the event. In addition to a prominent news story, some 50 television dealers placed approximately a total of 10 pages of advertising in the issue.

MARLOWE TELEVISION ASSN., New York, is currently on series of 13 television adventure shows titled "Tom Terriss' Tales of Mystery." Tom Terriss, author of the "Tales," will assist in production series which is being recorded on 33 mm film with sound.

Utahans Will Look ... Feel ... Be Sharp!

As Utah's Centennial Celebration drew to a close and with it the state-wide beard-judging contest in Salt Lake City, Gillette Razor Co. was quick to hire a United Air Lines cargo plane and ship a load of razors and blades—for free distribution upon arrival. On hand to greet the plane and describe the incident was KUTA's special events man, Harry Warren (without beard), and some of the "beavers" who were interviewed.
Akron Dealers Use Radio for Goodwill

New Car Assn. Combats Ill-Feelings About Sellers' Market

IN A DETERMINED effort to combat the ill feeling which has sprung up in its territory against the new car dealer, the Akron Automobile Dealers Assn. has taken the air.

Feeling that such resentment is undeserved in the vast majority of cases, John Lehman, secretary of the association, engineered the first step of what promises to be a lively, far-reaching public relations program, in conjunction with the Jessop Advertising Co. of Akron.

Drawbacks

"In view of the many hardships and difficulties which face the new car dealer," says Mr. Lehman, "most of the public will agree that he's doing a magnificent job. But there are too many others who forget that the new car dealer can't sell new cars over the factory list price—that he must keep his financial movement on the books for all to see—and that he can't deliver new cars until the factory gets them out. These people call the new car dealer a crook!"

Burnning with honest indignation, the association believes it is being unfairly to shift the stigma of all these "used cars" transactions from where it belongs—the boys who can wave fat bonuses—to the new car dealer. Mr. Lehman points out that the new car dealer works with good will to deliver new cars to the names on his list as the cars arrive.

"What advantage is it to that dealer to have the same names showing up, yelling for second and third cars?" Mr. Lehman says.

He went after the Wayne King show, and he got it, a full half-hour of transcribed music in the public relations mood—every Sunday afternoon at 4 o'clock over WAKR.

The program seems to be a perfect answer to at least part of the reputable new car dealer's problems.

In conjunction with the dreamy, relaxing music of America's "Waltz King," the association commercials are held deliberately to a pure public relations level. They're not corny, they're not blatant, they're not bang-bang-bang. Incredible as it may seem, they don't try to sell new parts, they don't boost the Chrysler man over the Chevrolet man, nor the Chevy man over the Ford man.

Type of Commercial

All they do is identify the sponsors, offer factual information about the new car set-up, urge motorists to cooperate with their police, obey traffic signals, and keep their cars checked for safety!

Mr. Lehman has found the response rather amazing. From his flow of appreciative mail, and the Jessop Advertising Co. mail, Mr. Lehman knows that the people are glad to hear the truth once a week . . . indicating that they have been misinformed or not informed at all!

Listeners seem to like especially well the association's slogan: "You choose your dealer when you choose your car." It's an easy, friendly way of saying that one dealer isn't bucking another—you'll get good service from any dealer, but you'll get specialized, friendly, interested service if you take your car and your troubles and your desires to your own new car dealer, the man who represents the factory itself!

"We take the air," states the delighted Mr. Lehman, "with Wayne King. Right there we have an army of listeners, in a very receptive mood—because is there anyone who doesn't like Wayne King?"

Hour Important

The hour, too, seems to add to the results. "At 4:30," Mr. Lehman continues, "everybody is at one of two places. In his car, listening to his car radio—or at home getting his Sunday afternoon rest!" He chuckles. "Almost everybody, anyway."

The commercials, written by Jessop, hit in rapid but gentle succession, such topics as "Highway Safety," "Know Your Car," "Don't Fall For Bonuses," and that hot issue, "Where's My New Car?"

Is this transcribed show doing a genuine public relations job for the hard-pressed new car dealers? "Yes," the boys say. The public is writing in to say how much they appreciate and enjoy, not only the beautiful music, but also the commercials. The local police, safety councilors and other agencies with whom the association gladly cooperates all enjoy and boost these new car dealer commercials. The Wayne King show was booked for a solid year, through Jessop. There's a hint in all this for other new car dealers.

ARTIST COMES FIRST
Gruen Signs for Off-Hour—Signals on WABF

Thorough approval of the off-hour time signal is registered by WABF and Gruen officials. Lyman Bloom- ingdale, WABF official, watches copy read by Dick Carver, announcer, as Benjamin Katz, Gruen president, and Ira Hirschmann, WABF president, check time.

"THE TIME is exactly 11:06." You may be hearing that any day on WABF (FM) New York, and it is perfectly all right with the Gruen Watch Co., sponsor of the time signals. With perfect understanding, the firm and station have agreed that the performing artist should not be interfered with for a split-second time announcement. So Gruen signals need not be announced on the hour or half-hour over WABF.

"We are proud to announce the Gruen sponsorship," Ira Hirschmann, WABF president, said last week. "They believe, as we do, that the radio artist should be a slave to the music and not to the clock. . . . The Gruen Watch Co. is to be commended for pioneering in giving first consideration to the radio artist and the radio listener."

Gruen, through its agency, Grey Advertising, is the second national account to be placed on the top hour program. First was Baldwin Piano Co. A total of 17 sponsors now advertise on the FM station.

Tell your story to TOP MANAGEMENT where it really counts

6 . . . to the sales-minded President, the Vice President in Charge of Sales, the General Sales Manager . . . to the Top Management of Marketing.

Men like this SALES MANAGEMENT subscriber:

You can reach thousands of these top men in

Sales MANAGEMENT
New York • Chicago • Santa Barbara

"BOSTON BLACKIE" Radio's greatest point-per-dollar buy!

Radio's Thrilling Half-Hour Transcribed Detective Show

"IN CINCINNATI"
C. E. Hooper, January 1947...March 1947
Consistently Beats All Competition on Stations From Coast-to-Coast!

THE GEORGIA MAJOR MARKET TRIO

Represented by
THE KATZ AGENCY, INC.

BROADCASTING • Telecasting

The COMBINATION to GEORGIA

all CBS available at combination rates

The GEORGIA MAJOR MARKET TRIO

REPRESENTED BY
THE KATZ AGENCY, INC.

BROADCASTING • Telecasting

TITLE OF ABC's program, "Wake Up and Smile," heard Sat. 5-10 a.m. (CDST) with Tommy Bartlett as master of ceremonies, was changed to "Tommy Bartlett Time" Aug. 5.

Hollywood
New York • Chicago

August 11, 1947 • Page 79
Petrillo Practices Outlawed, Says Lea

EDITOR, BROADCASTING: This country should not, and I believe will not, tolerate such racketeering practices as were engaged in by Petrillo.

I will be interested in further court proceedings in the case at Chicago. Whatever happens there cannot alter the fact that the tax is Constitutional.

I also trust that the general legislation passed by Congress controlling activities of organized labor will prove fruitful for the betterment of this country. I believe it will. We had reached the point where the public as the interested bystander had become the principal victim of labor excesses.

Clarence F. Lea (D-Calif.)
Washington, D. C.
July 61, 1947

'Islands' Proved To Be Archipelago

EDITOR, BROADCASTING: Referring to your editorial in BROADCASTING (July 28th), I should like to point out that although the European commercial radio picture is not exactly encouraging, there are a few more "islands of free enterprise" than the two which you mention.

Italy, for example, has 26 commercial radio stations, and incidentally, the only commercial network in Europe. Although it is true that the technical facilities of this network are owned by the Government, the air time available for commercial sponsorship is wholly administered by a private company. Another "island" is Vorarlberg in Austria, where a commercial station known as "Radio Vorarlberg" is now in operation.

At the moment in Europe there are considerable forces at work attempting to enlarge the sphere of commercial radio operation. That, despite the current attitude of the BBC.

Paul Talbott, President
Fremont Overseas Radio Inc.
New York
July 23, 1947

[EDITORS' NOTE: Confusion over the status of the NAB's membership in IABA is noted upon receipt of a letter expressing concern among Latin-American broadcasters that NAB preferred observer status only. NAB's status is stated by NAB President Miller and Board Member Arnaux as follows: "NAB Head Requests IABA Clarification"

EDITOR, BROADCASTING: My attention has been called to an editorial comment which appeared in the July 28th number of BROADCASTING as follows: "Joint action can be achieved under an organization like the Inter-American Assn., launched last September largely through the good offices of Emilio Ascarraga, owner of XEW and XEQ in Mexico City, and head of the Mexican delegation to Atlantic City, and Goar Mestre, owner of CMQ Havana, both U. S. educated. Neither NAB nor Canada's CAB is a member. They should be. BBC tried to join but was voted down as a government monopoly. Membership is open only to private broadcasters."

This is a very unfortunate mis-statement of fact and I am writing to ask you to give my letter correcting the error an equal display in your magazine.

For your information, let me give you the following chronology of events. When the proposal that NAB should join the Inter-American Broadcasters Assn. first came before the Board, there was doubt upon the part of some members of the Board concerning the wisdom of adherence to the Association. It was decided, however, to send representatives to the meeting of the Association in Mexico City. Mr. Campbell Arnoux and Mr. Hugh A. L. Halff were designated for that purpose and attended as observers on behalf of NAB. Obviously they could attend only in the capacity of observers because NAB was not yet ready to commit itself to adherence.

Thereafter, Mr. Arnoux and Mr. Halff returned to the Board at its next meeting and presented their reports of the Association and of the convention in Mexico City. After full discussion, the Board of Directors decided that the NAB should become a member of the Inter-American Broadcasters Assn. It imposed no limitations upon its membership, and no limitations were imposed by the Association. NAB agreed to contribute as its dues an amount which constituted a very large percentage of the total income of the Association.

Since that time, NAB has been a full participating member of the Association; we have been in communication with the President, Dr. Lorenzo Balero Sleco, with the Executive Director, Dr. Justin Jimenez de Arechaga. Neither of these gentlemen has suggested that NAB lacks full standing in the Association or that it must be relegated to an observer status. In fact, NAB would have no interest in occupying an observer status and insists upon full membership. It is giving its full moral as well as a very substantial financial support to the enterprise and will not consent to any other type of membership in the Association. If any person has any ideas to the contrary, it must be eliminated.

The possibility of damage to international relations is so great in the present instance that I must protest against the correction of this error. NAB went into the Inter-American Assn. only after very careful study—during which time it properly realized an observer basis. Having gone in, and having committed itself to the enterprise, it will not permit any attenuation of its position as a full participating member, directly or indirectly.

Justin Miller, President
NAB Assn.
Broadcasters
Washington, D. C.
July 30, 1947

Armoux Also States NAB's Position

EDITOR, BROADCASTING: Suppose the exception proves the rule. Usually I read your editorials with great interest and admiration and feel that you are doing a grand job as an articulate voice championing the American Broadcasting Industry.

You are, however, off-side and inaccurate in your statement in the 6th paragraph of your editorial entitled "World Radio Intrigue," in your July 28th issue. You state "Neither NAB nor Canada's CAB is a member, they should be." The facts in the matter are that NAB is an active member and has

Top-name advertisers are cashing-in on KSFO's planned music because it pays off... moves merchandise. Ask your Universal Radio Sales representative.
contributed $10,000 or 50% of the expected expense of operating the Association during the first year.

I went to the Mexico City organization meeting with Hugh Half [WOAI San Antonio] by order of the Board of Directors of NAB. At the January San Francisco meeting, both Hugh and I recommended membership on an active basis. There was a prolonged discussion and finally the Board approved by a vote that was almost unanimous. I accepted the dissenting vote being cast, as I recall. Subsequently, Judge Miller sent the check for $10,000 and if that's not membership, I don't know what is.

We are planning to have a delegate attend the next meeting of the Inter-American Association which I understand is scheduled for Buenos Aires next April.

We are not on the Board of the Inter-American Association at present because at the first meeting, NAB was represented, as explained above, on an observer basis only, however, it is reasonable to presume that at the next meeting, there will be an NAB representative on the Board; at least it seems logical due to the power and prestige of NAB and the extent of our financial contribution.

I think you should correct the inaccuracy in your editorial. I am very sold on the need for active and sympathetic participation of NAB on the activities of the Inter-American Association and appreciate your feeling in the matter as expressed in the editorial. All you can do to further a comprehension of the necessity for our participation and our backing of the Inter-American Association in the minds of the NAB members will be most appreciated.

Campbell Arnoux, President, WTER Norfolk, Va. Aug. 1, 1947

Azcárraga Says
Miller Is Right
EDITOR, BROADCASTING:
Mr. Miller is right; NAB is a fullfledged member of IABA. Rea-son we don't have director and from NAB is because they came as ob-servers when we were organized and it was six months later when we were advised that NAB Board had accepted. Thanks. Regards.

Emilio Azcárraga
XEW Mexico, D. F.
Director, former president, IABA
Aug. 6, 1947

IABA Vice President
Makes It Unanimous
EDITOR, BROADCASTING:
Read your interesting editorial on IABA. Congratulations and many thanks. My personal under-standing has been that NAB was fullfledged participating member in good standing. NAB was presented in IABA's board because when members were elected in Mexico last year NAB was attending merely as observer and it was not until months later that NAB's board agreed to join. Believe that this is probably reason for misunder-standing. Please assure Miller and NAB's board that IABA con-siders them members in good standing and looks forward to their participation in IABA's board after next meeting and election in Buenos Aires next year as NAB's active participation and cooperation is most essential to plans for continental solidarity of broadcasting industry.

Goar Mestre
CMQ Havana, Cuba
Vice President, IABA
Aug. 6, 1947

Believes in Giving
Clients Explanation
EDITOR, BROADCASTING:
Your editorial, "Tailor's Time," Aug. 4th issue of BROADCASTING, is of particular interest to us here at WGH. Based on a conviction that the client should be treated as an intelligent spender of his money, we determined several years ago to bring the issue—the insertion of an-announcements adjacent to programs—clearly into the open, thus pre-venting any possibility of future misunderstandings or of charges such as in the KTOK development.

As an addition to the standard conditions of our contract, we in-serted under "Programs" this stipula-tion:

Program periods of five minutes or more are sold with the under-
NAB Exhibitions (Continued from page 18)

ing based on the topic, "Radio Management Tomorrow—Problems of Service and Survival." Wayne W. Cribb, KHMO Hannibal, Mo., chairman of the committee, will preside.

Mr. Cribb, NAB Assistant Director of Broadcast Advertising, will join Mr. Cribb in leading the discussion.

Problems to be covered include community leadership, programming, sales, music, office management, station promotion, new and engineering. Effects of the FCC's proposed new rules on operator classification will be discussed (BROADCASTING, Aug. 4).

The equipment exhibition will far exceed any previous event. It will occupy a space 188x170 feet, roughly 27,000 feet or two-thirds of an acre. It will consist of a row of large booths running across the Convention Hall at the east side of the lobby. Six rows of display running lengthwise in the hall, will consist of booths ranging from 100 to 2,400 square feet.

The convention auditorium will be partitioned off at the western end of the building. A separate auditorium in the balcony, which seats 5,000 for meetings, will be used for luncheons and the Tuesday night banquet.

The heaviest equipment used in broadcasting can be accommodated in the exhibition. Several firms are understood to be planning to erect special booths, and it was learned in Atlantic City, with the hall permitting towers about 150 feet high.

The exhibition will be a silent one, but firms desiring to demonstrate sound equipment may use special rooms in the hall. Displays will be open from 9:30 a.m. to 5:30 p.m. Wide aisles will permit large crowds to see all exhibits, but only persons holding registration tickets will be admitted to the Convention Hall.

Arthur C. Stringer, NAB Director of Special Services, will go to Atlantic City after Labor Day to complete arrangements. Space has been assigned exhibitors, though some last-minute changes may be necessary.

A high proportion of purchasing power of the industry will see the exhibits and compare products marketed by the various exhibitors. A large number of agency and advertising executives have indicated they will attend.

The convention building is equipped with heavy elevators, cranes and motor trucks and practically all types of electric power can be provided for operation of equipment.

Mr. Stringer is preparing copy for the official director of exhibits and expects to have it ready for the printer within a fortnight.

Special recruiting booth will be manned by U. S. Navy personnel.

United Nations also will be represented with a display depicting its broadcast activities.

Another new feature will be a National Radio Week (Oct. 28-Nov. 1) booth where broadcasters will be acquainted with plans for the event, which this year will become an event of national stature (see story this issue). NAB and Radio Manufacturers Assn. will operate the booth jointly.

List of equipment exhibitors, corrected to Friday, was announced by NAB as follows:

Amperex Electronic Corp., Brooklyn Andrew Co., Chicago
Louis G. Cowan Inc., New York
Daven Co., Newark
Fairchild Camera & Instrument Corp., Jamaica, N. Y.
General Electric Co., Syracuse
Langevin Co., New York
Lehigh Structural Steel Co., New York
Magneord Inc., Chicago
Presto Mfg. Corp., New York
Radio Exhibitions, New York
Radio Corp. of America, Camden, N. J.
Rangertons Inc., New York
Technique Instrument Corp., Walnut, Mass.
U. S. Recording Co., Washington
Westinghouse Electric Corp., Pittsburgh
Winchapper Corp., Sioux City, Ia.

List of transcription companies and program services follows:

Associated Program Service, New York
Harry S. Goodman Radio Productions, New York
Kasper-Gordon, Boston
Lang-Worth, New York

McGillvra Appoints

JOSEPH HERSHEY MCGILLVRA Inc., station representatives, last week announced the addition to their New York sales staff of Ray T. Murphy and Lynn L. Barnard. Mr. Murphy has been with the New York office of McGillvra as account executive, while Mr. Barnard was formerly associated with the New York offices of Pedlar & Ryan, and BBDO Inc. as radio time buyer, program producer and account executive.

LLEE HART WILL LEAD NAB'S RETAIL CLINICS

MONTH-LONG series of meetings designed to promote use of the broadcast medium by retailers will be conducted in the Far West by Lee Hart, NAB Assistant Director of Broadcast Advertising. Miss Hart left Friday on a tour that will end in Seattle Sept. 5, returning east in time to attend the NAB Convention.

The series will include two phases—expert guidance for retailers in taking advantage of the radio medium and instruction of station personnel in working with retailers.

Miss Hart will stress broadcasting's ability to do a combination job for department stores and other retailers by stimulating sales of individual items and doing an institutional job. Meetings will be held as follows: Denver, Aug. 9-13; Los Angeles, Aug. 15-19; San Diego, Aug. 18-19; Santa Barbara, Aug. 20; San Jose, Aug. 21; San Francisco, Aug. 22, Fresno, Aug. 25, 28; Sacramento, Aug. 27-28; Santa Rosa, Aug. 29; Portland, Sept. 2-3; Seattle, Sept. 4-5.

Geyer Named

B. B. GEYER, president and chairman of the board of Geyer, Newell & Ganger, has been appointed chairman of the Advertising Research Foundation's Technical Committee. Mr. Geyer, who is also a director of the Foundation, succeeds Otis A. Kenyon, vice chairman of Kenyon & Eckhardt, New York, who recently became chairman of the Foundation's board of directors.

Harry S. Goodman Radio Productions, New York
Kasper-Gordon, Boston
Lang-Worth, New York

To Cover The Tri-state (West Virginia-Kentucky-Ohio)

$231,837,000 you need

To be filled in.

Represented by BRANHAM

HUNTINGTON, W. VA.

5000 DAY 1000 NIGHT 930 KC ABC PROGRAMS

BROADCASTING • Telecasting
N. Y. Law Requires SPCC
Okay for Minors on Air
WRITTEN application must be made to the Society for the Prevention of Cruelty to Children and local authorities before minors may appear on radio or television programs, in New York State, under a statute passed by the legislature to become effective Sept. 1. Applications must include parents' consent and details about the type and duration of the performance. In New York City, a duplicate of the application to the SPCC is to be filed at the mayor's office. In cities and towns of less than 1,000,000 the duplicate form will be filed with local officials. A spokes- man for the American Federation of Radio Artists said that AFRA is attempting to work out with the SPCC a procedure whereby a single application will cover a series of performances, such as in a radio serial.

Upcoming
Aug. 15-17: Organizational Conference of Catholic Broadcasters Assn., Campus of Fordham U., Bronx, N. Y.
Aug. 17: BMI Executive Committee, Stevens Hotel, Chicago.
Sept. 2-5: Western Assn. of Broadcasters annual convention, Minkini Lodge, Minnaki, Ont.
Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.
Sept. 14-18: NAB 25th annual convention, Convention Hotel, Atlantic City, N. J.
Sept. 17-19: CBC Board of Governors meeting, Hotel Paliser, Calgary, Alta.
Sept. 29: Clesar Channel Hearing, FCC, Washington, D.C.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Statler, New York.
Oct. 15-17: AAA's Pacific Council annual meeting, Alhambra Hotel, Yo- semite Park, Calif.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenacs, Quebec.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.

GUARANTEE YOUR LOCAL TIME
Regardless of Network Offering

- It's possible with the Mosby Plan of Time Allocation. Local programs are scheduled in the 3rd quarter hour of every hour. The affiliate can then immediately accept any network-offered commercial and know his guaranteed local programs will be slotted in the affiliate's guaranteed 3rd quarter hour. The remaining time is open for network commitments. It's the same in any time zone.
Wanted: Manager for construction

Top combination engineer, strictest

Salary expected.

Hope in West Virginia.

Ideal working conditions.

Wanted: Station in New England. Must be experienced.

Send history, photograph, and state salary expected. Box 102, BROADCASTING.

Wanted: Salesman for new regional station in fast-growing city of 35,000 popu-

lation. Ideal working conditions. Box 101, BROADCASTING.


Send history, photograph, and state salary expected. Box 102, BROADCASTING.

Wanted: Salesman with several years' experience. Midwestern city of over 400,000. Box 113, BROADCASTING.

Salesman, one of southeast's leading stations has excellent opening for one salesman to handle local and regional accounts. Interested only in self-starter who sells intelligently and can put his foot on the gas and use audience and market figures, not the opposite. Must have at least 7-8 years sales experience. Must have salary of $75 weekly until billings equate. Living conditions should be due to seven thousand anxious souls. Send complete details. Box 102, BROADCASTING.

Three combination engineer-announcers wanted for specific coast network station with FM. First class credentials. A complete story. Box 101, BROADCASTING.

Wanted: Engineer, first class, two-operator-announcers, one program director-

Announcer in new station under construction in West Virginia. Box 149, BROAD-

CASTING.

Wanted: Experienced announcer with first class ticket, good wages, living conditions.

Good prospects. Box 151, BROADCASTING.

Wanted: Manager for new 250 watt record shop. Excellent boxoffice work wanted at once. Fired with good com-

pany. Send complete credentials. Box 154, BROADCASTING.

Georgia Mutual local has opening for new salesmen. Good prospects for experienced men in sports. $45.00, 45 hours. Details to Box 153, BROADCASTING.

Wanted: Aggressive competent commercial man for new well-established local station for Central, Mont-


Wanted: Minnow, a prolific vet-

erian, immediately. WIC, Malone, N. Y.

Announcer wanted immediately. Veter-

an in advertising. Reply with name and address. Box 155, BROAD-

CASTING.

Wanted: Announcer, with previous experience. Send photo, refer-

ences, and audition. Box 156, BROAD-

CASTING.

Wanted: Announcer wanted for largest daytime station in the East. Must be first rate salesmen. Box 157, BROAD-

CASTING.

Wanted: Experienced, versatile, good

on AM, FM station. Excellent opportunity. Give details and photograph.

Wanted: Male announcer with experience. Send complete details and photograph.

Wanted: Male announcer with some experience in the field of advertising, with record label. Box 159, BROAD-

CASTING.

Wanted: Experienced disc jockey who

will work Sunday and Saturday nights. Box 160, BROAD-

CASTING.

Wanted: Experienced, versatile, good

on AM, FM station. Excellent opportunity. Give details and photograph.

Wanted: Experienced disc jockey with

some experience in the field of advertising, with record label. Box 161, BROAD-

CASTING.

Wanted: Experienced, versatile, good

on AM, FM station. Excellent opportunity. Give details and photograph.

WANTED STATION MANAGER

For New England local, non-

network, full-time operation.

Man wanted must have sales background. State qualifications, salary, marital status, and photograph. Enclose picture. Box 210, BROADCASTING.

Wanted: Experienced, versatile, good

on AM, FM station. Excellent opportunity. Give details and photograph.

Wanted: Experienced, versatile, good

on AM, FM station. Excellent opportunity. Give details and photograph.

Situations Wanted

Engineer, experienced, studios, trans-

mitter maintenance. Good opportunity. Send complete background in the

box. Box 175, BROADCASTING.

Wanted: Manager for station in New York, New Jersey, or Connec-

ticut. Jobs available. Box 176, BROAD-

CASTING.

Announcer-engineer, 1st class radio tele-

phone. Must have complete background in

commercial sales. All offers considered. Box 82, BROAD-

CASTING.

Two announcers—Ambitious yet, grade

levels second to last. Good background. All offers considered. Box 110, BROAD-

CASTING.

Station manager—Program manager.

Seeking permanent postwar post after four years in management. Should be

prefaced by six years as program man-

ager in major market. Box 122, BROAD-

CASTING.

Fuller experienced announcer. 10 con-

secutive years. Completely dependable family man, 29. Now managing

station. Desires position chief announcer at large East Coast station.

Box 176, BROADCASTING.

WANTED NETWORK MANAGER

New Southern Network has opening for

manager. If you have had experience in selling regional and national advertisers, send application and your educational background, radio background, list of stations you have worked for and the names of your immediate superior. Also send complete background and any oppor-

tunities for experienced man in the radio field. Salary plus commission plus a car. Box 145, BROAD-

CASTING.

Wanted: Manager, Moines, Ia., August

1947. Two years on small college radio station, non-commercial, drama. Desire commercial expe-

rience. Reply on request. Box 147, BROAD-

CASTING.

Newspaperman, 15 years experience on

metropolitan daily. Also five years on

newspaper chain. Desires position on

newspaper. Box 148, BROAD-

CASTING.

Singing disc jockey, 10 years experience handling all types announce-

ments, sales work and talent. Send

recordings or call. Box 150, BROAD-

CASTING.

28, one year old, two year radio, 1st phone. Disc on request. Box 150, BROAD-

CASTING.

Manager, college grad, well-trained farm director. Some experience in

Army milile work, seeks position in mid-

west. Box 151, BROAD-

CASTING.

Need radio executive? Twenty-two years top talent experience. Manager, pro-

ducer, director, sales, promotion manager. Has corner on new edge all phases station operation. Last

position New York's WOR, now

KRON, New York. New York advertising agency. Finest miles. Box 152, BROAD-

CASTING.

Manager or sales manager; successful.

Radio experience. Largest network sales. Excellent contacts with national advertisers. Enclose references. Box 153, BROAD-

CASTING.

Engineer, 1st class, capable, reliable. Ex-

perienced. Send complete background in the

box. Box 154, BROAD-

CASTING.
Engineer, RCA graduate, young single father with 5 years’ commercial experience, Box 139, BROADCASTING.

Experienced commercial announcer, veteran, 32, experienced on 90 stations. Excellent production, continuity, special events. Box 147, BROADCASTING.

General manager—if you are looking for a top-notch professional, this is your chance. 15 years experience on 55 stations, including all phases of station management plus New York agency experience. I can assume full responsibility for setting and realizing your station’s potential. Will fit in well with all types of staff. I have strong accounting background and am quite familiar with current tax laws.

Box 147, BROADCASTING.

Announcer—English-Spanish, 18 months experience; veteran, 27, married, one child. Prefer large city station. Disc, photo available. Jim Ortega, 1202 E. 7th St., Los Angeles, California.

Announcer, veteran, professionally trained all phases leading to Class license. Also, 5 years’ experience. Excellent public address and programming your station. Available immediately.

Box 147, BROADCASTING.

Dynamic Disc Jockey

Eight years experience seeks affiliation in a metropolitan market. Highest character and artistic references.

Box 175

BROADCASTING

SPORTS MAN

Thoroughly experienced in play-by-play football, basketball, baseball. Desires change from 50-kw to sports active station. Present boss knows of my experience. Favorable recommendation. For interview write Box 177, BROADCASTING.

Available Sept. 1st

Radio Executive Twenty Years Experience

Newspaper Oowner Station, Stations, promotions, production, public relations, network contracts, FCC procedure, etc.

Write Box 195 BROADCASTING

I’m looking for a sports-minded Station. I’d like to work there.

I offer 9 years’ play-by-play experience; college and pro football, baseball, basketball, hockey; championship boxing, track, tennis, golf, expert news, special events man. Excellent name recognition and high class sports. Excellent references.

Box 93, BROADCASTING.

World Radio University

Wants to hear from educators, engineers, lawyers, linguists, students, and others interested in this project.

David Davis

P. O. Box 5002, Washington, D. C.

Broadcasting • Telecasting

Situations Wanted (Cont’d)

Situations Wanted (Cont’d)

Announcer-disc Jockey, Attention middle- and top management. Are you looking for a man with a good radio voice, personality, experience and immediate availability? If so, write Box 146, BROADCASTING.

Available immediately. Man—9 years radio, all phases—250 to 5000 power. Outstanding in all program directing. Work anywhere, married, 3 children. Call or write Box 146, BROADCASTING.

Newsman—Announcer, sports news, sports an-ouncer, best references. Will improve your regional and local coverage. 10 years’ experience, all phases of radio. Box 146, BROADCASTING.

General manager-program director-engineer. Desire change due to highly unfavorable working conditions 10 years in general and program management. Demonstrates efficient, well-trained, network experience, and capable of co-operating with programmers and announcers. Veteran, responsible, dependable, ambitious. You can’t lose. Any place considered, or write West, Box 157, BROADCASTING.

Wanted—Three disc jockeys. Extremely high in musical taste, has the very latest in major sports in music or on air. Solid sponsorship for entire period. Excellent references. Will deliver best results. Box 153, BROADCASTING.

Announcer-mature, now employed, 15 years experience in all phases of radio. One year commercial announcer 1000 watt Mutual affiliate. Experienced control board. West small progressive station with permanent future. Salary sequence. Write for opportunity. Disc on request. Box 51, Ludington, Michigan.

Radio newswoman. Available Sept. Combining twenty years of newspaper and radio experience. Includes all phases of news show production and programming. Excellent on news of all phases of news service, including special stories, and shows other than news. Familiar with all large and small eastern, western city, networks. Experienced and reliable. Desires change to better position in Florida. Salary no object. Box 160, BROADCASTING.

Wanted to Buy

One of radio’s top names seeks top station in West Coast area, will interview Oct. 15. Experience in all phases of radio. Box 187, BROADCASTING, Con- fidential.

Need 355 to 400 ft. tower. Send full information. Broadcasters Services Co., 209 W. 2nd St., Riverside, Arkansas.

Distortion and noise in meter in good condition. Radio Station WFTL, Freeport, Ill.

Responsible radio man will buy out or controlling interest in southwest United States. Will pay top dollar. Box 144, BROADCASTING.

Miscellaneous

For sale—Radio fan magazine. Circulation 28,000. A fine opportunity for a man. Box 955, BROADCASTING.

Jockey’s comedy script collection. $5.00. Episodes 25-200, 195 Rod, Arizona 2, L. L. N.

For sale—Broadcast AM Transmitter

Low level modulated 1 kw linear amplifier. Meets all FCC requirements. Full price: $4,500.00 (or make offer). For details and test listen at the following stations: WFTL, Los Angeles; KAAY, 1405 Venice Blvd., Los Angeles 6, California.

For sale—Radio Station

WJBL, 134 Main St., New Bedford, Massachusetts.

FOR SALE

250 watt Network Outlet

Rocky Mountain Area

Well established network outlet serving rich Rocky Mountain area. Only station in the city, which has excellent living conditions. Property is very well equipped and splendid opportunity exists for increased power. Price $100,000.00, terms ar- ranged.

Blackburn-Hamilton Co.

Radio Station Brokers

Washington, D. C. San Francisco

302 W. Blackley, Box 115, Fort 9111 New Hampshire 235 Montgomery Street, San Francisco 15, California.

Specialty: Wireless.

Subscription: One year for $4.00; Two years for $7.00; Five years for $12.00.

The National Academy of Broadcasting, 3336 18th St., N. W., Washington 10, D. C.

America’s Pioneer Broadcasting School

CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS

G-1 APPROVED

The National Academy of Broadcasting, Dept. 111
3336 18th St., N. W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence (X) Residence Courses.

Name ___________________________

Address _________________________

City __________ State ___________

August 11, 1947 • Page 85
Denny, Jeff, Durr
(Continued from page 18)

him. Mr. Denny had strongly endorsed the Wakefield reappointment.

Although no full explanation has ever been made of this almost unprece-
dented action, it is known that the President had discussed the Wakefield situa-
tion with Mr. Reinsch. The President is repres-
ented as far from being in full sympathy with FCC policies and procedures, but there has been no open break.

Mr. Denny, youngest man to hold the FCC chairmanship, has been particularly effective in his dealings with Congress, both as to legisla-
tive and appropriation matters. He is highly regarded also in many industry quarters and, de-
spite Blue Book and other crack-
down policies which he inherited, has demonstrated a greater de-
gree of cooperation with the NAB than his predecessors in the chair-
manship.

The FCC is now all but commit-
ted to reorganization under a di-
visional structure to become effec-
tive about Oct. 1 on a six-month trial basis [Broadcasting, July 21]. It is doubted whether the re-
ignations will crystallize by that
time, since the ITC sessions are ex-
pected to run at least that long. The best guess on timing is around Christmas.

Mr. Denny has turned a deaf
ear to all inquiries about his res-
ignation. It is known, however, that he is concerned about the wel-
fare of his family and the school-
ing of his children. Resignation as
FCC chairman, of course, would carry greater prestige than if he later reverted to a commissioner-
ship. That would occur, if there is a change in administration after the elections next year, or if the President in the interim should de-
sire a full-scale reorganization. The latter course is not entirely outside the realm of possibility, according to informed sources. Mr. Denny’s term does not expire until June 30, 1951.

The term of Commissioner Jett does not end until 1950. He has been on the brink of retiring from the Commission several times to accept tempting outside offers, but always has been prevailed upon to remain. It is believed that he is committed to Chairman Denny to remain as long as the latter stays on, but not beyond. Like other members of the Commission he has found it difficult to make ends meet on the $10,000 stipend.

Mr. Jett, leading proponent of the Blue Book, evidently has be-
come somewhat weary of the shape of things in Washington, with most of his Lawyers Guild and CIO compatriots out of Govern-
ment. His losing Blue Book battle, and perhaps his somewhat frail health are seen as contributory fac-
tors to his reported desire to retire to the relatively cloistered atmos-
phere of the campus.

There hasn’t been much talk about new FCC appointees, except for a rising in favor of political broadcasters who have met a pay-roll and who know the prac-
ticaties of business operations. Mr. Reinsch, of course, would defin-
ibly be one in any reorganization. He is co-
partner in an application for a new station in Cincinnati, on which the FCC has rendered an adverse pro-
posed report, and on which oral argument is scheduled later this month. He would be required to drop that application, if called upon by the President to assume the FCC helm.

Final Rule Unlikely
By WOKO Deadline

Procedural Steps to Prevent Decision Before September

CHANCES of FCC getting out a final decision on the three-way fight for WOKO Albany’s 1460-ke
will have dropped almost to nonexistence last week.

The hearing on the three appli-
cants for the frequency was closed on July 26 after a week in which much additional engineering testimony was pro-
duced. Bulk of the testimony was pre-
vented by an earlier session at Albany. Ob-
ervers generally conceded that even with quick work in getting out a proposed decision, the time assured applicants for filing ex-
ceptions and the further time need-
ed to hear and consider oral argu-
ment would delay issuance of the final decision at least until some-
time in September if normal pro-
cedure is followed.

This would mean that (1) WOKO be given a further tem-
porary extension of license, or (2) WOKO listeners be without local service on the 1460-ke channel until a decision is issued and the winner goes into operation.

Litigation Seen

The prospects of litigation were considered great, regardless of which applicant wins.

All three applicants are request-
ing 1460 ke with 5 kw. They are Van Curler Broadcasting Corp., Joseph Henry Broadcasting Co., and Premier Degan Broadcast-
ing Corp. Joseph Henry also has ap-
plicated for license to operate on WOKO’s present facilities—1 kw
day and 500 w night—pending the proposed 5-kw operation. But ques-
tions have been raised about FCC’s author-
ty to grant a license with-
out first granting a construction permit for such facilities.

FCC authorities took the posi-
tion that the Commission has no such authority. Joseph Henry Com-
pany then filed an application for use of 1460 ke with WOKO’s pres-
ent facilities.

The hearing was held before Jack P. Blume, an examiner in FCC’s Hearing Division, who will write the recommended decision.

WLS FAIR COVERAGE
400,000 Expected to Witness
Stage Show-Broadcasts

AN ESTIMATED 400,000 people will be entertained at shows pre-


KAGH Opening

KAGH, new FM station in Paso-
dena, Calif., will have its formal opening Aug. 20 in grand style. The licensee, Andrew G. Haley, Washington attorney and counsel to the International Telecommu-
nications Conference in Atlantic City, announces that he has hired the Civic Auditorium and expects it to be filled with more than 3,000 persons. Highlighting the program will be the GE FM demon-
stration with movies, speeches by government officials, Hollywood entertainers and the following artists to appear on the show. KAGH has been on the air with an 8-hour daily schedule since June 15.

Next Congress

(Continued from page 18)

organization of the Office of Informa-
tion and Cultural Affairs into the Office of Information and Educa-
tion, but some time was de-

voted to plans for revitalization of the Bureau. There was no indication that Mr. Benton is planning any further conferences with the radio industry but rather will take the issue directly to Con-
grress.

He will, however, probably at-
tempt to dramatize the “need” for the Foundation in public state-
ments, speeches and other ap-
proaches likely to get FCC’s attention of radio and press people. It was such a campaign as this that virtually forced Congress to back-
track on an initial determination to completely eliminate cultural and informational activities in the State Dept.

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GOLDMAN IS PROMOTED TO NEW FCC POSITION

PROMOTION of Max Goldman to the new post of assistant chief of FCC's Litigation and Administration Division was announced by the Commission last Thursday.

The position was created "to aid in the handling of the greatly increased volume of litigation and other work of the division," FCC explained. The division is headed by Harry M. Plotkin, assistant general counsel.

Mr. Goldman has been with FCC since August 1941 except for service from September 1944 through October 1946 as law clerk to Judge Learned Hand of the U. S. Circuit Court for the Second Circuit.

He has been actively engaged in all phases of FCC litigation in the courts and has participated in substantially all Commission cases in the Supreme Court during the last six years. These include the Networks cases, the New York Accounting case, and Scripps-Howard, Ashacker, and WOKO Albany cases.

Mr. Goldman was graduated from the College of the City of New York in 1938 and from Columbia Law School in New York in 1940.

SMALLEST RADIO SCHOOL
Council on Radio Journalism Has 3 Pupils; NAB Cooperates in Plan

SMALLEST radio school in the country, with most professors per pupil, is providing actual broadcast news experience for journalism teachers at three universities. The school is in its third year, under auspices of the Council of Radio Journalism, NAB, and American Assn. of Schools and Departments of Journalism.

Three pupils attend the school as "internes," each learning through 13 weeks of actual station work what goes on in the news department of a broadcast operation. "Dean" of the school is Arthur C. Stringer, NAB Director of Special Services.

Edwin H. Johnson, assistant professor of journalism, South Dakota State College, is interne at WSYR Syracuse. He has journalism degrees from U. of Colorado and U. of Missouri and during the war was information specialist in the AAF.

Paul Krakowski is interne at WHAM Rochester. After completion of his internship he joins the Henry W. Grady School of Journalism, U. of Georgia. He has degrees from Westminster College and U. of Wisconsin.

Carleton J. Smyth, intern at WOC Davenport, Iowa, after completing his work at the station will become assistant professor of journalism at Kent State U., Kent, Ohio. He is a graduate of Columbia School of Journalism, was employed on the Washington Times-Herald and taught at Duquesne U.

KECK
Odessa, Texas
The Music and News Station

Sterling, American, RCA Renewing 6 NBC Shows

NBC last week announced six program renewals for which are sponsored by Sterling Drug Inc., Wheeling, W. Va. Shows renewed by Sterling on NBC are: Backstage Wife, Mon.-Fri., 4:45 p.m.; Stella Dallas, Mon.-Fri., 4:15-4:30 p.m.; Lorenc Jones, Mon.-Fri., 3:30-4:45 p.m., and Young Widder Brown, Mon.-Fri., 4:45-5 p.m. Agency is Dane-Fitzgerald-Sample, New York.

WEAW Model FM, Making Money

Seven-Month-Old Station Has Young Staff With Ideas

By JOHN W. OSDON

THIS IS THE STORY of a competitive newcomer in the FM field—WEAW, which has proved in seven months that FM operation can be a rewarding financial success. WEAW is owned and operated by the North Shore Broadcasting Co., Evanston, Ill.

Aside from the fact that advertising revenue has covered the entire cost of operation since WEAW's first broadcast, the station is staffed largely by World War II veterans. President and manager is 25-year-old Edward Wheeler, an ex-marine, while Leonard Dayton serves as vice president and treasurer. Mr. Wheeler, formerly of Pasadena, is a Stanford U. graduate.

The youth of its staff stands out impressively—no member is over 25 years of age. And WEAW is intimately tied with one of the great Midwestern towers of higher education—Northwestern U., with which the station cooperates for its program fare.

WEAW's success has exceeded by far the expectations of Ed Wheeler, who originally went on record as "hoping" that by the end of its first year of operation WEAW would be 50% commercial. But a few days before station went on the air Mr. Wheeler reported an unusual response from advertisers to its first published rate card. The Evanston FM'er began operation Feb. 1 with 25 sponsors who were willing to take a chance.

Low Initial Rates

The list of sponsors soon grew, in fact almost doubled within the relatively short period of five months. Today WEAW has approximately 45 sponsors, including nine regional and national accounts placed throughout Chicagoland and accounting for between 50% and 60% of its commercially-sold airtime. Basis for the sales, Mr. Wheeler stressed, revolves around two factors: (1) The station guaranteed sponsors low initial rates for a period of two years and (2) promised availability of good airline during initial operation.

WEAW's rate schedule for studio-originated programs follows:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class A (5-10 p.m.)</td>
<td>1 hour</td>
<td>$30</td>
</tr>
<tr>
<td></td>
<td>¼ hour</td>
<td>$18</td>
</tr>
<tr>
<td></td>
<td>½ hour</td>
<td>$12</td>
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<tr>
<td></td>
<td>5 minutes</td>
<td>$6</td>
</tr>
<tr>
<td></td>
<td>10 words</td>
<td>$3</td>
</tr>
<tr>
<td>Class B (all other time)</td>
<td>1 hour</td>
<td>$20</td>
</tr>
<tr>
<td></td>
<td>¼ hour</td>
<td>$12</td>
</tr>
<tr>
<td></td>
<td>½ hour</td>
<td>$9</td>
</tr>
<tr>
<td></td>
<td>5 minutes</td>
<td>$4</td>
</tr>
<tr>
<td></td>
<td>10 words</td>
<td>$3</td>
</tr>
</tbody>
</table>

Programs originating from points outside the WEAW studios are subject to special rates. Commission-allowed recognized advertising agencies on net time is 15%. No cash discounts are given.

Monthly operating expense of WEAW, according to Mr. Wheeler, is $1,700. If the present rate of profit continues, he says, the station will have realized by year's end about 20% ($10,000) of its original overall investment of $50,000. (WEAW had to build its own tower and station, buying property rather than renting it, and Mr. Wheeler believes that an FM station not confronted with this obstacle can be launched for $10,000.)

Commercials Restricted

The station has laid down a few rules. For one thing, commercials are restricted both as to content and length. Singing commercials and specific mentions of installment buying or prices are taboo. And that old bogy of both AM and television—commercial in the middle of a newscast—is strictly out. (WEAW, incidentally, charges 15% above its regular program rates for sponsorship newscasts.) And, finally, no spots are sold during evening hours. WEAW points out that both audience and sponsor reactions to these limitations have been "favorable."

The station, maintaining a 65-hours-a-week broadcast schedule, makes effective use of "block programming." (WEAW is licensed to operate full time but goes on Monday, 3-10:30 p.m.; Sat., 12:30-10:30 p.m., and Sun., 10 a.m.-10:30 p.m.). Popular music prevails during afternoon hours, while classical music prevails during evening and night hours.

WEAW offers a wide variety of programs. Among them are: Boy on the Street, which features interviews with grade-school boys; The Flying Reporters, devoted to information about private aviation in the Chicago area; Critic's Corner, which features Norman Ross Jr., son of the Chicago radio veteran; in comments on the news of forthcoming plays and concerts; Flight Time, a weekly show put on by personnel of Glenview Naval Air Station; Spotlight on Talent, featuring instrumental and vocal artists; H. J. Jaro Presents, weekly cultural program by H. J. Jaro, with an adequate provincial slant. For example, when a Navy seaplane plane went down in Lake Michigan just off Wilmette, a Chicago suburb adjoining Evanston, WEAW made an on-the-spot picking up of the news and it was put on the air a short time later.

The station also takes UP wire services to supplement its own news bureau.

Under its working arrangement with Northwestern, three evening half-hour periods a week are given to programs which emanate from the University of Speech and Journalism. A daily 15-minute period is allocated to the Evanston Council of Social Agencies, which in turn turns the programs over by mutual agreement to each of the 51 agencies included in the council structure. Weekly programs are broadcast by two high schools, while two Sunday morning church services are carried as sustaining features.

Serves Chicago, Suburbs

WEAW, a Class A station, uses a 250-ft. tower, with two-way antenna and provision for eventual four-way. Its transmission is carried by the W General Electric, and it operates with effective radiated power of 310 w, while its ultimate power is 605 w. According to Mr. Wheeler, the station covers the Chicago and suburban area, with consistent reception having been reported up to 15 miles away.

While WEAW operates at present on Channel 282 (104.3 mc), the FCC under its new FM allocations plan has assigned WEAW the channel for the station Channel 244 (106.7 mc). Since WEAW was the first Class A FM station on the air in the Chicago area, it has its choice of available channels.

WEAW sends out informal letters periodically to keep its listeners abreast of FM activities in general and its own operations in particular. Listeners are encouraged to call the station if they have any questions about or difficulties with FM receivers.

Aimed at Dealers, Too

Part of the station's campaign to make Chicago and its suburbs FM-conscious is directed to dealers themselves. WEAW makes it known that it is "happy to cooperate in every way possible in publicizing and promoting the sales of your new FM sets" and asks that it be advised whenever dealers get a new shipment in.

Listeners are encouraged to "just drop in at WEAW any afternoon or evening and make yourselves at home."

The station is running a weekly ad in The Evanston Review to inform readers about the "general

BROADCASTING • Telecasting

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FACTS to prove the pulling power of WLBR...

22,000 pieces of mail recorded during the past three months (No giveaways). 8,000 pieces of mail in ONE MONTH FOR ONE PROGRAM. 200,000 REGULAR listeners in Central Pennsylvania reaching six counties and covering five cities.

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

Julian Skinnell, Operations Manager

Radio Advertising Company, National Representatives

WITH an entire staff 25 years old or under, the seven-month-old WEAW (FM) is fast becoming a model station. FM stations throughout the country are watching it. Not only does it have a reputation for fine programs and record coverage, but it also is already making money. Its success story is presented here.
fact of FM” and its own programs. Each week a different sponsored program is featured in the ad. Several WEAW sponsors make a practice of inserting a small note about their radio programs in their own newspaper ads each week.

One of WEAW’s most enthusiastic sponsors is Norman Ross & Co., headed by the Chicago radio veteran. Of WEAW Mr. Ross has said: “We think so well of the station that we sponsor a short half-hour program on WEAW each evening . . . . This station is a model for the entire country inasmuch as its policies in establishing commercial programs is a dignified one . . . .”

Mr. Ross thought “so well of the station” he took an ad in an issue of The Evanston Review to so inform readers.

City Community Interest

Umer Turner, radio editor of a Chicago newspaper, recently singled out WEAW as “this column’s nomination for an FM station that ought to get some sort of a award for its community interest.”

Youth, vision, enthusiasm, a sensible commercial policy and a genuine desire to be of public service—these are the principal ingredients in the success story of WEAW, which already has become an institution in Evanston.

AFM

(Continued from page 12)

New York negotiations with major studios failed to elicit much information, drawing the threats from Mr. McCann. Maury Paul, local board member, could not recall that Mr. Pettroli had called the television clause a “must” during the negotiations. Pettroli, violinist, took a similar stand, as did Ray Menhennick, another musician who participated in negotiations.

Further inquiry into the movie–television problem will be held in New York next month, Chairman Kernan indicated. Chairman Fred A. Hartley, Jr. R–N. J. of the full House floor Committee, took an active part in the Los Angeles hearings.

Questioning centered around an AFM contract signed with major movie producers in April 1946 which expressly forbade use of sound track or films containing pictures of federation members performing or musical instruments for television broadcasts. This is applicable to all films “hereafter made or which will be made prior to the expiration of this agreement and thereafter.”

Milton Schwartzwald, general musical director of Universal International Inc., declared his company had nothing to compromise with Mr. Pettroli recently. He added that word had just reached

WLNH AT LACONIA, N. H. IS SOLD FOR $45,000

SALE of WLNH Laconia, N. H. (1340 kc, 250 w), to Warren H. Brewster and owners of WOTW Nashua, N. H. [BROADCASTING, WORH has served as its research director. Brewster, former head of WFEA Manchester, N. H., is president, owns 5%, and will be general manager, with the present manager, Martin Avery, as assistant. F. Homer Wingate, principal owner of WOTW (70%) has a 0.5% interest and his wife, Genevieve, has 75%. Eimer F. Blayke, 5% owner of WOTW, has 14.5%, and Antoinette A. Gartin, a 5% stockholder of WOTW, has 5%.

FCC also approved assignment of license of WLBG Carrollton, Ga. (1000 kc, 250 w), to Carroll Broadcasting Co., a partnership, to a corporation of the same name [BROADCASTING, May 26]. Stock is held in equal shares by the present partners: Thomas Carr, president; J. E. Duncan, Roy Richards, and Robert D. Tisinger.

WIS IS First Subscriber Under New BMB Project

Wisconsin’s Columbia, S. C., has become the first BMB subscriber under the tripartite research organization’s new 15-point plan [BROADCASTING, July 26]. A check for the first year’s subscription in advance was sent BMB by G. Richard Shafto, WIS general manager, even before he had received a contract form. Mr. Shafto pointed out that BMB that the BMB renewal was dependent on a “three or five-year subscription plan that permits ref- erence to market demands in the question of frequency and provides us with a reasonably accurate year-to-year cost of participation.”

A member of the NAB board which rejected BMB’s proposed 1948 nationwide survey and of the special committee appointed to help BMB work out a long-range plan, Mr. Shafto participated in developing the 15-point program which the NAB board subsequently approved.

he him that acceptance of a compromise offer might soon be forthcoming from AFM. Mr. McCann asked him if this might not be the result of pressure brought by the Congressional investigation of AFM. Mr. Schwartzwald admitted that such apparently was the case. I. E. Chadwick, president of Independent Motion Picture Producers, pointed out that members of his organization had been selling their product to television stations and the introduction of the restriction was a direct blow.

REligIOUS WORKSHOP UNDERWAY IN CHICAGO

CLIFFORD J. DURR, FCC Commissioner, and Hal McCarty, director of radio for the U. of Wis- consin, along with several other distinguished leaders in the field of radio and mass communications, are scheduled to appear at the U. of Chicago’s Religious Radio Workshop which opened Aug. 4 for a 25-day session.

The workshop, which is designed for the members of BMB, is carrying on leadership in religious radio circles, will include seminars and interviews to discuss radio as a means of communication and the contribution religion can offer to radio listeners.

Sunland Wins FCC Favor for El Paso

BASING its choice on local ownership and applicants’ plans to participate in station affairs, FCC last week handed down a 3-to-2 proposed decision anticipating a grant to Sunland Broadcasting Co. for a new El Paso station on 1340 kc with 200 w fulltime.


The applications of Seaman & Collins and Del Norte Broadcasting Co., along with Timberwolf Broadcasting, were given proposed denials. All sought the 1340 kc channel in El Paso.

Sunland, which anticipates either ABC or Mutual affiliation, is owned in equal shares by Vincent W. McCann and Carlos L. Carter, partners and co-managers of Credit Bureau of El Paso, and Edward D. Hodge, retired former owner of the Credit Bureau. Mr. McCann would be general manager of the station and Mr. Hodge would devote fulltime to its operations.

Ownership of the others: Timberwolf Broadcasting Co.—Malcolm Treaty Jr., La N. Allen (Ret.), who commanded the First Division and later was stationed in Africa and Europe during World War II, is president and owns 4.28% (ultimately would have 11%), S. M. Murdock, businessman, has 74.25%, and W. T. Conley, petroleum producer distributor, owns 15.25%.

Seaman & Collins—Equal partnership of Sleeter P. Seaman of Washington, D. C., and Carr P. Collins Jr. of Dallas, vice president and general manager of KFWU Corp. and KFWU.

Del Norte Broadcasting Co.—Headed by Douglas Butler, El Paso outdoor advertising man (10%), William D. Dolph, 15% stockholder of KFWA San Fran-cisco, was the other stockholder who would be general manager and executive vice president of American Broadcasting Stations Inc, which owns WMT Cedar Rapids, has 10%, and ABC a minority interest in KFWA and El Paso in El Paso.

Mrs. Gladys Dempsey, wife of New Mexico’s former Governor S. J. Dempsey, 24%, A. B. Grambling, El Paso attorney, has 26%, and L. E. McKee, also of El Paso, 71%.

Negotiations which provide MBS affiliation for Hudson Valley Broadcasting Co.’s new AM outlet, WORH in Albany, N. Y., are completed by Harry L. Goldman (seated), general manager of the station, and Robert A. Schmid, vice president in charge of station relations for MBS. WORH, scheduled to take the air about Sept. 1, will operate with 5 kw day and 1 kw night on 590 kc.

MOBILIZE AMERICA’S MEDICAL MIGHT

Temporarily opening a new clinic in Chicago is Dr. A. D. Forest, president of the American Medical Association, who called to announce the new facility. Dr. Forest was accompanied by Dr. Frederick N. Tupper, vice president of the AMA and president of the Illinois state chapter. The clinic, which opened last week, is located at 1522 N. Michigan Ave.

Sunland Broadcasting Co. of El Paso has been awarded an FFC license by Reuben B. Ariens, the new board’s chief commissioner.

The station, which will be known as KMUP, will operate on 920 kHz with an effective radiated power of 500 watts.

The application was filed by John E. Sunland, president of the company, and was granted a license in the March 1947 issue of Broadcasting. The station will serve the El Paso–Juarez area.

The FCC awarded a license to Sunland Broadcasting Co. of El Paso for a new AM station on 920 kHz with an effective radiated power of 500 watts.

The station, which will be known as KMUP, will serve the El Paso–Juarez area.

Mr. Sunland, president of the company, filed the application in March 1947. The license was granted in the May 1947 issue of Broadcasting.

The station will operate with 500 watts of effective radiated power. The facility will be located at 1009 W. Texas Ave., El Paso.

The station will provide programming for the local community, including news, sports, and entertainment.

The station will be owned and operated by Sunland Broadcasting Co. of El Paso, which is a subsidiary of Sunland Communications Inc.

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NEW LOCAL STATION
GRANTED AMSTERDAM, N. Y.
PROPOSED DECISION issued by FCC Friday anticipating grant to Community Service Broadcasting Corp. for new station at Amsterdam, N. Y. on 1490 kHz with 250 w full-time. Denial proposed for Amsterdam Broadcasters' application for same facilities. Comr. Clifford J. Durr did not participate in decision.

FCC based its choice on "the experience and local backgrounds of the officers, directors and stockholders of Community Service Broadcasting Corp." Community Service is owned by 17 stockholders headed by Arthur-Carter, who has done public relations work for WSNY Schenec-
tady for past year. He has 38.26% interest in proposed station and would be station man-
ger. Other stockholders, all of Amsterdam, include:

- Ralph H. Kuribaum and Felix J. Autili, secretary and treasurer respectively, 1.08% each; Frederick C. Aber Jr., Howard L. Shittowitz and Herbert L. Shittowitz, 1.08% each; William Barzyk and George A. Dickson, 3.26% each.
- Two of Amsterdam Broadcasters:
  - Peter J. Bargilla and Thomas W. Leavenworth, business and professional men, both of Amsterdam, and Richard O'Connor Jr. of State Bltz, N. Y., who aided in establishment of WAL Middletown, N. Y. Those three are ex-owners of Amsterdam Broadcasters. Mr. O'Connor would be general manager.

WWPN TRANSFER SOUGHT
FCC CONSENT to transfer of CP to WWPN Michelle's Ey, (1,396, 250 w) from E. P. Nicholson Jr. to John Wallbrecht, doing business as Pinnacle Broadcasting Co., to El-
mer Dennis Smith and Tom Crutchfield, trading as Smithfield Broadcasting, sought in application reported by FCC Friday. Considera-
tion: $3,206.38 to cover expenses incurred. Mr. Smith, coal operator, and Mr. Crutchfield, of-
fice manager of coal company, have equal shares in Smithfield Broadcasting. Grant for WWPN issued in January [BROADCASTING, Jan. 13]. Construction not yet started. Reason assigned for transfer: Ill health of Mr. Wall-
brecht.

ITU-UN TO MEET
NEGOTIATIONS for setting up working relationship between International Telecommu-
nunications Union and United Nations will start this week at UN headquarters, Lake Success, New York, with purpose of coordinat-
ing activities of various specialized UN agencies which have interests related to tele-
communications. ITU negotiating committee named Friday at plenary session of Interna-
tional Telecommunications Conference.

PHIL BOWMAN, formerly with Dancer-Fits-
gerald-Sample, Chicago, as producer of *Ma Perkins* program, joins Young & Rubicam, Chi-
icago, Aug. 11 as radio program manager. He replaces Rupert Lucas, resigned.

SCOTT McLEAN, former international media
grant of Director Advertising, New York, has joined Compton Advertising, New York, as spacebuyer.

RUPERT LUCAS resigned as radio program
manager of Young & Rubicam's Chicago office, Marion E. Reuter, timebuyer, currently filling job.

FCC APPROVES JONES' WITHDRAWAL AS APPLICANT
WITHDRAWAL of Robert F. Jones, FCC Commissioner-designate, from station owner-
ship field became official Friday. Comr. Rosel H. Hyde, presiding in motions hearing, grant-
ed petition for amendment of Northwest Ohio Broadcasting Corp.'s application to re-
ject Mr. Jones' sale of 18.18% interest to George E. Hamilton, another stockholder, for price he paid, $2,900 [BROADCASTING, July 14].

Stock sold included shares Mr. Jones had acquired from Edward Cooper, communications adviser to Senate Interstate & Foreign Commerce Committee, who also withdrew from firm. Northwestern Ohio has FM grant for Lima, Mr. Jones' hometown, and is one of three AM applicants in hearing for 1150 kHz. With revision in firm's ownership setup, FCC ordered further hearing Aug. 24 in proceeding, which involves Northwestern Ohio, of Lima; WOOP Inc., Dayton; Sky Way Broadcasting Corp., Columbus. Mr. Jones, as Comis-
 sor, has no station interest. He takes office Sept. 3.

PARAMOUNT DELAYS TV ACTION
PARAMOUNT Pictures, faced with expiration of network contract for 90-day period to de-
cide on sale or retention of its stock in all in-
cluded in Birmingham, Alabama, 2 Du Mont Labs., had made no decision by Friday, with indications movie company would not dispose of Du Mont stock as far as present. FCC ruled Paramount's holdings in Du Mont make two companies one as far as licenses go, turned down Paramount applica-
tions for stations in Boston and Dallas because grants to Du Mont in New York, Cincinnati, Pittsburgh, and to Paramount in Chicago and KCTF in Los Angeles and Chicago constitute maximum allowed any one licensee.

LANDON GETS STATION
ALF M. LANDON, former Kansas Governor, received grant for new daytime station at Leavenworth, Kans., kgw 500 w, FCC announced Friday. GOP's 1936 Presiden-
tial nominee also had grant for Englewood, Colo., but gave it up with plan to re-file for Denver (story on page 77). He's 65% owner of WSB in owner's name. AM ap-
plicant for Liberal, Kans.

HOTELS PLAN $8,504,750 IN RADIO EXPENDITURES
HOTELS will spend approximately $8,504,750 on radio equipment in near future, according to Monthly survey which asked hotels what rehabilitation and furnishings they planned. Included in survey were hotels with over 100 rooms. Greatest demand found among those with 500 rooms and over (42%), but largest sum will be spent by 100-199 room group ($3,274,750). Figures are based on esti-
mate of $40 per room installation cost, which covers four-channel equipment with loud speaker volume control and program selector switch in each room.

In answer to question of what new furnishings were most needed in guest rooms, 36% answered radios.

BMB'S 34 SUBSCRIBERS
BMB announced Friday 34 subscriptions had been received. Contracts for subscribing to BMB's new 15-point program were mailed on Aug. 1. First 34 subscriptions represented stations licensed in 250 w to 500 w in 21 States. They are: WIS WSOC WDBJ WCAU KFRO WTAR WMNR WHFB WSAY KOGA WNBS KOTA KTSA KVOL WHTH WSAR WNKE WPTF WISH WNBW WPO WRL WAPN WHV WOPI KENT WAPN WCHU WGBI WCHV WCTC KOLT WJBO WCHS WLZL WRAK.

Closed Circuit
(Continued from page 4)

three years. Script, in final okaying stage last week, also cites U. S. listening audiences and regulatory role of FCC.

WILL RAY C. WAKEFIELD, former Re-
publican member of FCC whose renomination was summarily withdrawn by President Tru-
man, receive appointment to another Federal post? California, an attorney, was planning to enter private law practice following 15-year expiration of his term. But it now is re-
ported President might name him to another governmental agency—possibly Federal Power Commission or ICC.

LABEL of 1st SuMo Evening Sun tentatively
selected for Ray Henle's new Sun Oil Solar
schedule which gets under way on Aug. 29 over NBC (6:45-7 p.m. through Fri.). Top personnel now complete with Fred Morri-
sen, for past decade right bower to Fulton Lewis, top-rated MB convolutionist, moving out as broadcast co-ordinator. Sharing 15-
minute period with Editor Henle is Felix Morley, former editor of *Washington Post*, and Ned Brooks, Scripps-Howard Newspaper Alliance star reporter. Program, through Roche, Williams & Cleary, Philadelphia, will be strongly merchandised via newspaper spot-
light promotion.

BRISTOL-MYERS Co., New York, reportedly
cancelling television programs as of Sept. 1. Company sponsors two Sunday evening shows
on NBC television network, commercially on WNB New York and WPTZ Philadelphia, with WRGB Schenectady and WNB Wash-
ington carrying them without charge. Pro-
grams are *Ringside*, placed by Young & Rubic-
am, and *Party Line*, placed by Doherty, Clif-
dord & Shenfield.

D. L. CLARK Co., Pittsburgh (candy bars), reportedly interested in sponsoring Bobby Dole's *Ringside* program on ABC sur-
taining show. Sponsor said be negotiating with ABC for possible fall presentation. Ac-
tount handled direct.

NBC's sweeping top level reorganization plac-
ing Vice Presidents Kopf, Dyke and McDon-
ald the administrative officers of vice presi-
dents, does not conclude reorganization plan. While upper echelon now is set, promotions in second level are in immediate offing.

PROPOSAL for continuing television set sur-
vey on monthly basis in Philadelphia, first such comprehensive study of video in any city, to be broached to Philadelphia Television Assn. meeting Aug. 20.
Just picture each crew member as representing 30,000 watts. That's a total of 240,000 watts, all pulling together. And that is the equivalent strength of the new 50,000-watt directionalized daytime signal which WINS is now beaming across Metropolitan New York City.

Now, for the first time, there is a clear, powerful signal—comparable to the very best now available in the market—to provide better reception at 1010 on the dial.

Programming, too, is much improved with more than a score of new shows and many new personalities presented during the 24-hour-a-day broadcast schedule. Yes, WINS At Work means every effort is being made to provide listeners with a more worthwhile radio service...to provide advertisers with an honest, resultful medium.

HAVE YOU HEARD THESE NEW WINS PROGRAMS AND PERSONALITIES?

BBC Mystery Playhouse
Cincinnati Summer Opera
Cincinnati Symphony
Conversation At Eight
Let's Visit
Meet Me at the Copa
Morning Matinee
Washington Forum
Washington Front

Youth Demands an Answer
Red Benson
John Clarke
Geoff Davis
Jack Eigen
Don Goddard
Peter Grant
Gil Kingsbury
Jack Lacy

Ruth Lyons
Walter Scheff
Tom Sugrue

CROSLEY BROADCASTING CORPORATION NEW YORK
RCA Radar — enables ships to see through fog, darkness, storms.

With shipboard radar, developed and produced by Radiomarine Corporation of America—a service of RCA—a pilot watches a viewing screen that shows a large, clear, maplike picture.

On this screen he sees moving and anchored craft, shore lines, buoys and lightships—regardless of weather or bad visibility. With this radar picture he can safely pass through heavy fogs that would ordinarily force the most experienced pilots to anchor, often for days at a time.

Thanks to RCA Laboratories' radar research, sea and inland navigation now becomes infinitely safer and independent of weather.

The same pioneering and research at RCA Laboratories are applied to all RCA products and services to keep them at the top in their fields.

When you buy an RCA Victor radio, television receiver, Victrola radio-phonograph, phonograph record or radio tube, you get one of the finest products of its kind science has achieved.

A cordial invitation is extended to you to visit the new RCA Exhibition Hall, 36 W. 49 St., in Radio City, New York, open daily and Sunday—no admission charge.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

A twelve-inch viewing screen clearly reveals objects as close as 80 yards—or as far away as 50 miles! Ultra high-frequency radio beams detect the objects and picture them on the screen. For further details on RCA marine radar, write to Radiomarine Corporation of America, 75 Varick Street, New York, N. Y.

RADIO CORPORATION of AMERICA